THE IDEAL SCRAP BOOK

195

HENRY CLARKE COMPANY

THE IDEAL SCRAP BOOK

Patented May 28, 1901 Oct. 1, 1901

DIRECTIONS

Moisten the dotted line sufficiently to soften the gum, using a piece of cloth or brush, and moisten only so much of the line as is required.

Press the clipping down firmly by the edge, working from left to right. The first row of clippings on the right hand page should be folded back to make room for the second row, and so on across the page.

Additional leaves may be procured of dealers, or will be mailed.

In ordering state number of book.

This Book is No. 51

IDEAL SPECIALTY COMPANY,

MANUFACTURING STATIONERS

CHICAGO NEW YORK

U. S. A.

FOR DUPLICATE OF THIS BOOK ORDER NUMBER-

51. Ideal.

GRIMES-STASSFORTH STATIONERY CO.

LOS ANGELES. CALIFORNIA.

Reproduction of the leaves of the Ideal Scrap Book giving suggestions for putting on clippings and pictures.

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I

PALOS VERDES MASS MEETING NEXT THURSDAY

Exam. 12-24-22

Maps and Plans of Large Project to Be Given to Public at Philharmonic Auditorium

MANAGER LEWIS TO SPEAK

Seven Thousand Invitations Sent to Note Holders of $35,000,000 Undertaking

DISCUSSIONS by E. G. Lewis, general manager of the Palos Verdes Estates, and members of his construction and planning staff and the exhibiting on the screen of maps, plats and plans of the huge project will be the outstanding features of a mass meeting of underwriting subscribers to the enterprise to be held next Thursday night at Philharmonic Auditorium.

It was stated yesterday by Mr. Lewis that approximately seven thousand invitations had been sent to the convertible and non-convertible note holders to attend the meeting, which will be one of the most important public events in connection with the development of the $35,000,000 city of Palos Verdes.

In addition to the thousands of underwriting subscribers, who will come to Los Angeles from every section of the Southwest, the meeting will be attended by Henry Clarke, director of sales, and his entire selling organization of seventy men, to report on the success of the most intensive financial campaign ever conducted for a real estate project in this country.

Comprehensive reports also will be discussed by members of the firm of Olmstead Brothers, foremost landscape architects in the world, who have been working on the Palos Verdes tract for more than six months; H. T. Cory, chief of the engineers; Myron Hunt, chairman of the art jury; Charles H. Cheney, city planner, and others.

These men have achieved fame in their respective fields of activity. From the beginning of the gigantic project they have expressed their utmost confidence in the ultimate success of Mr. Lewis' plans to build a modern Acropolis on the hills between San Pedro and Redondo overlooking Los Angeles.

Progress made by all departments in the last year and the contemplated activities of the Palos Verdes organization for the next twelve months also will be discussed by Mr. Lewis.

Many of the construction plans, not heretofore announced, will be outlined to the note holders, it was stated.

"The meeting next Thursday will be the second held by our underwriting subscribers this year and we hope to make it a great event for every one interested in our wonderful project," said Mr. Lewis yesterday. "Invitations to our note holders have been sent to every part of the world.

"For the benefit of those unable to attend the meeting, because of distance from Los Angeles or some other reason, every effort will be made to convey to them at the earliest opportunity complete reports of the proceedings.

"It is our plan to make this meeting the beginning of a very important period in the history of Palos Verdes. We are approaching another year in the life of our organization and we are all optimistic over the outlook for great accomplishments during 1923.

"Palos Verdes is an assured success and we are all concentrating our efforts on plans to make this new city an important factor in the development of Los Angeles into the greatest metropolitan district in the world."

ay (Dec. 30)

Scale 1/8

678 Ready-Cut
F. O. B. Mill
Plans and Specifications.

260

226 Ready-Cut
F. O. B. Mill
Plans and Specifications.

booklet of

5

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NTRY
PARK

ATASCADERO, CAL., NEWS 1
OCTOBER 26, 1923

TIPS FROM HEADQUARTERS

By E. G. Lewis

1747

Fast Time

Atascadero, October 21.

Plans for coming up early this week were upset by a banquet given me at the new club house on Palos Verdes, just completed. Just as Mrs. Lewis and I were about to start for Atascadero, Mr. Jay Lawyer general manager of the Palos Verdes construction work, called me on the phone stating that he heard that I was starting out of town, and that a banquet had been arranged for the opening of the new Palos Verdes club house on the estates, and that the officers of the Bank of America, the heads of the construction and engineering, Olmstead and other divisions were all expecting me as the guest of honor, and that my leaving town would mess up the whole party. I at once told him I would stay over. The banquet was Friday night, a wonderfully beautiful night with an almost full moon shining over Palos Verdes hills and the waters that lap their shores. All the principal officers of the Bank of America were there, with Mr. Lawyer as host. Many very kind and complimentary things were said, and Mr. Lawyer stated the history of my undertaking the project, as he was the first man that I came in contact with, he being the representative of the Vanderlip Syndicate. The banquet was given, he said, to celebrate the formal opening of the first building on Palos Verdes, and to let me know that all concerned in the construction and trusteeship felt that they were honored in being the instruments of carrying out the vision of Palos Verdes as I had first seen it and then made it possible of achievement. The new club house is high on a promontory at the northern end of the estates, overlooking the entire coast line from Redondo to Santa Monica. It is a handsome building and handsomely furnished and is now open to visitors and where they can obtain meal service. Sunday the event of blowing the entire front of one of the great cliffs into the sea, to make space for the shoreline boulevard that will cross its face at this point, was to take place but early Saturday morning Mrs. Lewis and I started for Atascadero. Arriving here at night, early Sunday morning we again took auto for Maricopa, arriving there about noon.

The work on the three new big deep wells I am drilling at Maricopa is under way now, one of them being already down six hundred feet with the surface string of casing already cemented, and another is down five hundred feet, will have its first string of casing cemented Tuesday and the derrick for the third, on the 42 acre piece, is already up.

Today, (Monday), we spent driving all over the Midway oil fields, and finally out to the Elk Hills well, and tonight we are back in Atascadero again, although early Tuesday morning we must start back to Los Angeles which will make a little over one thousand miles we will have driven from Saturday morning to Tuesday night.

The representatives of the eastern financial syndicate with which the four million dollar loan for the purchase of the other thirteen thousand acres of the Palos Verdes estates is being negotiated, returned to Philadelphia the end of last week after very satisfactory conferences with me. I must be in Los Angeles Wednesday morning, to meet some engagements and I will have the next five days there, taken up both day and night with some matters that are being consummated. Then by Thursday of next week we can return to Atascadero again. This will make something over one thousand five hundred miles by auto in ten days. What would we do without the automobile nowdays?

Maricopa Field

Things certainly look very good at Maricopa. They should make very fast time on the three deep wells being drilled. Havenstrite and Baker have the contract for two of them and also the Elk Hills well and we are drilling the one on the 42 acre piece ourselves.

Mrs. Lewis and I drove all over the Maricopa, Hoovey Hills Taft, McKitterick and Elk Hill oil fields with their thousands and thousands of producing wells. We inspected the Miocene lease of twenty acres about half way between our 42 acre piece and the big holdings beyond the Transport deep sand gusher, among others. This little twenty acre lease, with only four wells on it, down only to the shallow sands, has produced over four million dollars worth of oil. The Maricopa field is one of, if not the oldest oil field in California being about thirty-five years old. Old wells drilled only to the first sands thirty years ago are still producing. The Transport well on the Bush lease of 40 acres, is the first to be drilled to the deep gusher sands that were not known to underlie the shallow sands. It is producing 2,600 barrels per day with such a heavy gas pressure that they cannot open it up, since there is no perforated casing in it, and the gas pressure drives the sand up with such force as to cut out the bean, if I opened it up. I feel very confident that we are going to get two of the biggest wells in California in the two deep wells we are drilling but a short distance beyond the Transport well. The Transport well was a wildcat as it was fully half mile from the east end of the old field, and any well a quarter of a mile from production is a wildcat. In fact I have grown to feel that EVERY well is a wildcat until it is safely in production.

My two wells beyond the Transport are therefore wildcats, but they look like mighty good cats to me.

On the 42 acre piece in the heart of the old field, we know we will get production wherever we drill as it is entirely surrounded by hundreds of producing wells and the sands of this field are very consistent, laying in regular stratas, but if the two cats down the valley from the Transport come in, we will be sitting on top of the world since we hold something like six hundred acres surrounding them and beyond them in solid holdings.

These two wells now have almost an even start, and it will be a race between them. Already we know that the more southern of the two will be the shallower, as in the first five hundred feet of drilling it picked up the stratas of formation, at about a hundred feet higher than the other well. These two wells are about abreast, but about a half a mile apart, and geologists are divided as to whether the axis of the deep sands swings northward or southward. These two wells will, however, demonstrate just where it swings and as we hold all the land between them and far beyond them on all sides, it makes little difference to us which of them is closest to the axis.

Getting Prices

I was informed that an offer of $620,000 cash had been made for twenty acres of the Transport piece on which they brought in their well, in Maricopa. If our two cats come home, our six hundred acres will be worth as much more per acre. From a couple of hundred dollars per acre to thirty-two thousand dollars per acre is a rapid increase in value in thirty days time. The Transport people are entitled to it, since they had the nerve to sink the first deep well and spent about $150,000 doing it. At one time it looked as though they had pulled a dud, and then suddenly they struck into the deep sand that they had been so confident was down there.

The No. 1 Well

The hazards of oil drilling are being effectively illustrated by the No. 1 well on Signal Hill. This is the well that Havenstrite and Baker drilled to 4100 feet and brought on production in 31 drilling days, and that water from surrounding wells made us deepen. Havenstrite and Baker have now been four months trying to deepen it, and are not quite as deep as they were when they started.

It does not look good at all. They have lost so much junk in the hole, and had so many twist offs, and other accidents that I am much afraid they have lost the well. The same drilling crews that made such a record on it in the first place have been doing the deepening, and they are all about sick over it. Last week it looked as though they were going to get by, but word today is that they are in worse shape than ever before with the hole about filled with lost drill bits, drill collars, overshots, drill pipe and other equipment. It is too bad if we have to drill an entirely new well as it was down 4500 feet and going fine with only another 500 feet to go when the first bad accident happened. The oil sands have proven so rich at the lower depth that we would certainly have secured on of the best wells on the Hill. It was a fine well at 4100 feet until water from nearby wells got into it at the level and made us cement off and go deeper. That is the trouble with these town lot southern California fields. No matter how carefully and successfully you drill your own wells, nearby operators can ruin them. There is no town lot stuff in Maricopa. The wells are set hundreds of feet apart there as the holdings are large, and the law of the field among big operators is to set the wells abouty five hundred feet apart. I noticed that owners of the next forty acres to the Transport well in Maricopa were getting ready to drill, while I was there this time.

The other three wells we have on Signal Hill are producing at about the same pace as before. The wire today did not say anything about them, only stated that the No. 1 was in bad trouble.

Last week Julian, who has been remarkably successful in the Santa Fe and other southern fields, announced that three of his wells had been junked all in a heap for him, one, the Compton well, was almost completed when the casing broke off three hundred feet from the top and dropped, with good night to that well. Another had cement from a nearby well forced over into it, and a third sanded up. He has been very fortunate as well as skillful and has some of the best drilling crews in those fields, all of which goes to show that it is like anything else of the sort. The hazards are great and the winnings are great in proportion to the hazards, but it is the average that must be counted on. To drill one or two wells and expect to make a fortune from them is like playing a long shot in the races. You may win, but the odds are so great against you that you are almost certain to lose. I made up my mind to this fact some time ago, and figure on the AVERAGE of a large number of wells to win, which is the reason why we are drilling many wells and on different properties. We have been having good average success, and if we keep up a good average we will make all the money we are entitled to make. I figure that with twenty wells completed, we would always have an average of about half of them on the job, at least, and you don't need many really good wells to make the winnings enormous. No living mortal, however, can tell which well will be a good one or what any well will do until it does it. We are going at it with full knowledge of the hazards, and counting only on an average success. Fortunately one really good well will pay for a dozen failures, or no one could make money at it and stay in the game. I found many of the Los Angeles operators are getting into the Maricopa field now. They know that while the southern fields are spectacular, the Maricopa field is a steady, consistent one with none of the objections of the two lot fields.

Another week or ten days will clean up the work and appointments I have in Los Angeles and then it is Atascadero for me. I would certainly like to stay here now.

Early Birds

Mrs. Lewis and I have been getting up about six in the morning the past few days, on our flying trips. This morning in Taft, where the water is hard enough to break your leg if you jump into the bath tub suddenly, Mrs. Lewis was brushing her teeth, and stopped long enough to remark that the new tooth paste I had, certainly made a fine lather if it did not taste very good, and I found she had used my shaving cream. This early bird stuff, when the sun is just getting up and ones eyes are hard to get open so you can see clearly, has its drawbacks.

The Next Review

The November Review is all complete but four pages, which I am holding for the photographs of the cliff being blown up at Palos Verdes, and of the new wells at Maricopa. Padilla and Holmes stopped over Sunday to get the photos of the big explosion, and then meet us at Maricopa today to get the photos of the wells. I will get these pictures on my return to Los Angeles tomorrow and complete the Review for November. It will be a nice issue.

The New Atascadero Book

Blue-prints of the new Atascadero book will be waiting for me at Los Angeles tomorrow night so we should have this book out by the end of this month.

Mr. Dawson Coming

Mr. Dawson, of Olmsted Brothers, the famous landscape engineers who laid out the Palo Verdes estates, has agreed to come up to Atascadero for a week and lay out the grounds and parks for the new hotel. He will probably be up here by the end of this month, and said he would be only too happy to do this for me. There are some other things in Atascadero I want his expert advice on also, while he is up here. With the new book out by the first of November, we will be all set and ready for the new campaign. I want to get things cleaned up at Los Angeles so I can stick right on the job here, and run from here to Maricopa each week, as we have a big job here for this winter and next spring. I have until March first next, to take over the 13,000 acres of Palos Verdes, and if I do it, I shall certainly put it under the management of Mr. Lawyer who has shown such fine ability in the management of the present section. The Palos Verdes land sales have been about a third of a million dollars for the first half of October, and over five million dollars to date. The fees have now amounted to nearly fifty per cent of the total underwriting loans and as 5 per cent of the gross land sales now also add to the other fees, it will not take very long until these fees will repay the entire underwriting loans. No disbursement of them will be made by the trustee, however, until they are in amount sufficient to pay the loans in full. The financiers from the east were amazed at the property and returned last week to consummate the loan for the remaining thirteen thousand acres. They also asked if I would not like to get a large loan for Atascadero, but I told them I preferred to pay the loans we already had, and expected to do it inside of six months. What we want here is to get OUT of debt.

Maricopa

For several reasons, and particularly because certain matters are now pending, I can not tell all I know about Maricopa.

I hope we will have the three deep wells now drilling, completed and on production by Christmas day or sooner, and the Elk Hills well in soon after the other three. A string of shallow wells to the first sands are to be drilled meantime on part of my holdings there. Maricopa looks mighty good to me. We have five producing wells now, and if No. 1 would ever get over its troubles, would have six, with four deep wells drilling. I expect to round out our first year's oil operations in California with something like thirty thousand barrels per day production. In my judgment the price of oil will be three times the present price within twelve months. The big companies have about cleaned up the small operators, and having spent tens of millions of dollars for extra storage in Los Angeles fields, have cut the price once more to fill their tankage with cheap oil and thereby pay for the tens of millions of dollars of new storage, when they raise the price with their tanks full. There are two sides to this game however, and with the flush production now rapidly falling off these southern fields, and the hundreds of little operators, out of the running, there is going to be a scramble for oil inside of six months. There will be a a lot of big storage that will not be filled.

What was mostly aimed at was the wild promotions and hundreds of irresponsible unit and oil stock-selling outfits. There has probably been fifteen million dollars of oil units and stocks, sold on Signal Hill and Hunting Beach and Santa Fee Springs promotions, the purchasers of which will never see ten cents of their money back again.

One town lot with a single well, would be capitalized for a quarter million dollars, with about as much chance of ever paying any of it back, as there was of flying without wings. Twenty wells were drilled in these fields where one should have been. The promotors got 20 per cent commission on the stock and unit sales, and that gave them a profit of about $50,000 on each promotion, whether the well was ever drilled to the oil sands or not.

If Signal Hill could have been developed along sound and sane lines, it would have been the most remarkably profitable oil structure ever discovered. In Maricopa we drill one well to five acres or more and expect it to produce for twenty years. In Signal Hill we had to drill four wells to a single acre or the adjoining lot holders on all sides would drain the oil from our lease. We have good wells and no complaint to make as we will probably get our investment back ten times over and then some, but we were fortunate in our leases and got the best to be had even though we paid a high price.

My holdings in the Maricopa field are probably greater than the entire proven oil field of Signal Hill. Signal Hill has about five hundred oil derricks on it, while we would probably never drill a hundred wells all told on the Maricopa holdings no matter how productive they might prove, as we could get all the oil with the lesser number of wells. As these deep wells cost from $100,000 to $150,000 each to drill you can figure out the difference.

I have the very best and most experienced geologists in the Maricopa field, men who have been studying the Midway fields for fifteen to twenty years, watching every well and every development, and we are laying out our campaign there, for a PERMANENT development.

One of the best features of it is that it is so close to Atascadero that I can run over in the morning and back at night. Atascadero looks so good to me whenever I get back here, that it makes me sick to have to go away again to Los Angeles. E. G. L.

In the Pacific Southwest

Do You Like to Clip Coupons?

Here is one worth a dollar to you.

NOTICE the coupon in this advertisement. If you have no Savings Account with us, clip this coupon, fill in the blank spaces and mail to us.

By return mail you will receive one of our Beneficial Term Savings pass books in which you will find we have already entered a conditional deposit of one dollar to your credit—to start your account here. The necessary signature cards will be enclosed with your pass book.

Pacific-Southwest Trust and Savings Bank,
Los Angeles, California.

Please send me a Beneficial Term Savings pass book containing a conditional deposit of One Dollar to my credit, together with signature cards which I will sign and return.

NAME .....

ADDRESS .....

Atascadero Branch

PACIFIC-SOUTHWEST TRUST & SAVINGS BANK

...anner—Mr. and Mrs. Clifford Tan- were guests at a most enjoyable ...d party given last week by Mr. and ...s. John Taylor at their Temple- home.

...homas—Mr. and Mrs. E. P. Thom- entertained a number of their ...nds at bridge Saturday evening ...heir home on Barrenda Ave. Among ...se who enjoyed the game were ...s. Julia Meyer, Mr. and Mrs. E. L. ...f, Mrs. Neff, Sr., Mr. and Mrs. ...son Pearson, Mr. and Mrs. Ber- ...d Sanders and the host and host- ... The prizes were won by Mr. and ...s. Sanders and Mrs. Meyer.

Daily ARRIVALS AT ATASCADERO INN

...Monrovia—Mr. and Mrs. A. J. ...erst, Mr. and Mrs. St. George ...ownfield, Mrs. C. O. Banko.

...os Angeles—Mr. and Mrs. W. A. ...ley, Mr. and Mrs. J. Thorson, Mr. ...d Mrs. Richard Kirkley, Mr. and ...s. George N. Hurd, Mr. and Mrs. ...rge W. Brisner, M. Boulware, F. ...Cox, Mr. and Mrs. H. E. Leland, ...s L. M. Springsted, C. E. Cracker ... family; Mr. and Mrs. W. Frankein.

...Oakland—Mr. and Mrs. H. J Sadler.

...San Francisco—Mr. and Mrs. H. Z. ...rk, Mr. and Mrs. B. R. Shearman, J. ...Shealey, H. B. Truett.

...Mountain View—Mr. and Mrs. T. H. ...kok.

...San Jose—Mrs. Anna M. Irwin, An- ... H. Irwin.

...Hollywood—Mrs. A. D. Bauer, Alice ...le.

...Sacramento—J. Madden.

...Siskiyon County—Mrs. M. C. Stal- ...

...San Diego—Mr. and Mrs. T. H. ...est.

...Atascadero—Dr. C. Weber.

Dover, N. H.—Margaret P. Varney.

St. Louis, Mo.—R. Holden.

North Platte, Neb.—H. J. Hendy and ...amily.

Seattle—Mrs. W. B. Martin, H. F. Hopkins.

The Dalles, Ore.—C. Schluter.

Wioma. Minn.—Jay Far

Philadelphia, Pa.—Mr. and Mrs. E. A. Stockton.

...ise was built to hold guests.

...Reynolds—Mr. and Mrs. Roy Rey- ...lds, of the South Highway, have re- ...ned from a most enjoyable trip to ...n Francisco, where Mr. Reynolds at- ...ded the convention of the Ameri- ...n Legion.

...Ritchie—Mr. and Mrs E. K. Ritchie ...d five months old son, with Mrs. ...ra Bancroft, Mrs. Ritchie's mother, ...pped over with Mrs. S. E. Graham ...t week on their way to San Jose, ...ere they expect to locate. Mr. ...chie sold out his interest in the ...ber business in Los Angeles and ... seeking a new location. Mrs. ...ncroft is an old time school ...te of Mrs. Graham's and they en- ...ed talking over old times back in ...nois in the '70s.

...Spier—Mr. and Mrs. Marshall B. ...ier have returned to their home on ...sta Road after an extended visit ...h relatives in Long Beach. Both ... and Mrs. Spier express them- ...ves as glad to be back in Atasca- ...ro again.

...Thurmond—J. E. Thurmond, the ...weler of Palma Ave., has returned

Timetables

Please note changes in both train and ...ge time.

Northbound Trains

...ain	Leave L. A.	Arrive Atascadero	Arrive S. F.
.....	5:00pm	1:41am	8:20am
.....	8:30pm	4:36am	10:30am
.....	8:00am	4:26pm	10:30pm
.....	*6:00am	7:00am	2:30pm
		Sunday	2:05pm

*Starts from San Luis Obispo.

Southbound Trains

...ain	Leave S. F.	Arrive Atascadero	Arrive L. A.
.....	8:15pm	3:08am	12:10pm
.....	8:00am	2:11pm	10:30pm
.....	5:00pm	11:04pm	7:45am
...84.....	9:00am	4:44pm	*5:50pm

*Run ends at San Luis Obispo.

Fare to San Francisco, $8.10; to Los An- ...les, $8.94.

Mails close half an hour before each ...ain and for the day at 6:30 p. m. Regis- ...red mail is sent north only on No. 77 ...d south on No. 78, and is ready for de- ...very at 2:40 and 5 p. m.

Letters and newspapers are distributed ...8:30 a. m., 2:40 and 5:30 p. m.

Pickwick Stage

...orthbound Lv. Atascadero—

9:05 a. m. to San Francisco
1:45 p. m. to San Francisco
4:20 p. m. to San Francisco
9:00 p. m. to San Francisco

...outhbound Lv. Atascadero—

6:50 a. m. to Los Angeles
11:40 a. m. to Los Angeles
2:50 p. m. to Los Angeles
7:05 p. m. to Los Angeles

*Fare to San Francisco, $7.15; round ...ip, $12.80. To Los Angeles, $8.50; round ...ip, $15.30.

Red Star Stage

(Between San Luis Obispo and Paso Robles.)

...orthbound Lv. Atascadero	....	8:55 a. m.
" "	....	11:20 a. m.
" "	....	1:55 p. m.
" "	....	5:25 a. m.
...outhbound Lv. Atascadero	....	8:30 a. m.
" "	....	11:00 a. m
" "	....	1:30 p. m.
" "	....	4:30 p. m.

Ticket office for both stages at office of ...tascadero Service Corporation.

Note: Allowances of several minutes ...hould be made for being ahead or behind ...me. Stages do not wait if ahead of time.

Taxpayers Take Notice

County Taxes Due

...Notice is hereby given that the ...axes on all personal property and one- ...alf of the taxes on all real property, ...s due and payable on the third Mon- ...ay in October, and will be delinquent ...n the first Monday in December next ...hereafter at 6 o'clock, p. m., and un- ...ss paid prior thereto fifteen per cent ...ill be added to the amount thereof ...nd if said one-half be not paid before ...e last Monday in April next, at 6 ... clock p. m., an additional five per ...nt will be added thereto.

...1. That the remaining one-half of ...e taxes on all real property will be ...ayable on and after the first Monday ... January next, and will be delinquent ...t the last Monday in April next there- ...ter at 6 o'clock p. m., and that unless ...aid prior thereto five per cent will be ...dded to the amount thereof.

2. That all taxes may be paid at the ...me of the first installment as herein ...ovided, is due and payable.

3. The taxes may be paid in the of- ...ce of the Tax Collector in the county ...urt house between the hours of 9 a. ... and 12 m., and 1 p. m. and 6 p. m.

RICHARD LELAND,

...ax Collector, San Luis Obispo County, ...California.

Shipping Grapes Without Refrig ation.

Many thousands of tons of gra... rotted last year on the vines for la... of refrigerator cars. This year t... car shortage, though less, is aga... serious.

Can grapes be shipped successfu... in odrinary box cars? Experime... ation by the Division of Viticultu... and Fruit Products indicates that ... the case of grapes for some purpos... the answer is yes. Thus it has be... found that if ripe grapes are packe... carefully in an air-tight ten gallo... keg and lightly sulphured, they wi... keep for at least 30 days witho... moulding, fermentation, or any vi... ible deterioration at any ordinar... temperature. If the packed kegs ar... handled with ordinary care, the grape... will be in apparently perfect con... dition when the kegs are opened at th... end of this time or even later.

The grapes thus packed acquire, however, a peculiar disagreeable stale taste which unfits them for use as fresh table grapes, and upon expos- ure they spoil more quickly than fresh grapes. Nevertheless if they are crushed within one or two days after they are opened, the juice has little or none of this stale taste and can be used for various manufacturing pur- poses.

The experiments are being contin- ued with the object of finding how long the grapes will keep and of dis- covering a method of preventing the development of the stale taste.

Rapid Increase in Small Fruit Culture

The production of small fruits in California is rapidly increasing in value and importance, as indicated by the last census and by inquiries received by the College of Agriculture. Strawberry growing enjoyed a 90 per cent increase during the past ten years and at present has a total an- nual output greater in value than the honey crop or the sweet potato crop. Even the blackberry crop was valued at more than all the sweet corn in the state. Because of the growing inter- est in small fruit culture, the College of Agriculture has recently added cor- respondence courses on strawberries and on the bush berries. Further in- formation regarding these courses is contained in the new edition of Cir- cular 113, just issued by the Cali- fornia Agricultural Experiment Sta- tion.

Pomology Men Judge in Peach Orch- ard Contest.

In Stanislaus County, as also in Sutter County, the peach growers are engaged in a friendly controversy over the question, "Who has the best orchard?" For umpires, the College of Agriculture was called on, and as- signed for the duty Messrs. W. P. Duruz and J. L. Stahl, of the Divis- ion of Pomology. Their reports as to individual orchard conditions will be used in conjunction with production and quality statistics filed with the county horticultural officials in Yuba City and Modesto. The contest is a county affair in each case.

These orchard contests, since they were begun, are reported to have done much to raise the standard of fruit.

How to Can Cocktails

Experiments in the Fruit Products Laboratory of the College of Agri- culture at Berkeley have resulted in the development of a simple method of preparing and canning fruit cock- tail. The new product, intended to be served as an appetizer or as a dessert, consists of minced fresh Cali- fornia fruits and grated Hawaiian pineapple canned in a light sugar syr- up. A small amount of grape fruit juice will improve this syrup, but it is not essential.

The process was devised by W. V. Cruess, Associate Professor of Fruit Products. It is of particular interest to commercial canners, who have been furnished complete directions by the University for its commercial adaptation.

Control of Peach Twig Borer

"How to control peach twig borer" was explained recently by W. P. Duruz, instructor in Pomology in the College of Agriculture, at a meeting of Placer county fruit men. He told graphically of the entomologist's suc- cess in working out the life cycle of this insect and their resultant success in devising means of control. The first seasonal generation of the pest at- tacks the twigs and is best control- led by a combination of lime-sulphur solution, one gallon with nine of water, and three pounds of basic arse- nate of lead, in 100 gallons of spray applied at the pink blossom stage. summer

A brood that attacks early and mid- summer fruits is controlled by an application of arsenate of lead as a cover spray on the ripening fruit about two weeks before picking. For serious attacks on late varieties, the same spray is recommended and ap- plied about August 10. Special em- phasis was made on thorough appli- cations with high pressure and the destruction of all infested fruit and prunings.

Picking Fruit for Maximum Shipping Quality.

To develop maximum flavor, sugar, and keeping qualities, deciduous fruits should be picked in a firm ripe con- dition, according to Professor E. L. Overholser, pomologist in the Col- lege of Agriculture, at a recent con- vention of Placer County growers. Records of fruit picked in various stages of ripeness and kept under re- frigeration showed that the time of importance upon the color, flavor and picking had effects of measurable refrigeration, and storage behavior. Fruit picked in the so-called "hard- ripe" condition considerably less well develops sugar and flavor, while it hardly needed the experimentation actually carried out to demonstrate that fruit picked and placed in stor- age in the "soft ripe" stage readily breaks down in condition and loses quality.

"Enemies of Women" A Gorgeous Spectacle

All the artistry, perfection of de- tail and lavishness of production which featured the creation of Cosmopoli- tan Productions' epoch-making photo- play, "When Knighthood Was in Flower," were employed in the mak- ing of "Enemies of Women," a Cosmo- politan picturization of Vincente Blasco Ibanez's latest and, as many consider, his greatest romance. This marvelous picture, distributed by Goldwyn-Cosmopolitan, will be the of- fering at the T. and D. Jr., next Wed- nesday and Thursday, October 31, and November 1.

No stone was left unturned to make of "Enemies of Women" one of the most beautiful pictures ever made. It was for this reason that Cosmopoli- tan upset all tradition by sending an entire company to Europe on lo- cation, something never before done in the history of pictures. The com- pany spent six weeks in Monte Carlo, Nice and Paris, where the author lo- cated his story.

The trip abroad brought the com- pany in direct contact with Ibanez, and his assistance in the direction of many of the scenes taken abroad is considered invaluable. So enthus- iastic did Ibanez become over the plans of production, that he arranged to have scenes taken in the Casino at Monte Carlo and on the terrace of the Garden, the first time in seven years that world famous gaming re- sort had been filmed. Ibanez also obtained permission to take scenes of the Prince of Monaco's palace, and pointed out the most picturesque spots of the Riviera.

As a result of the author's work, "Enemies of Women," as a picture of scenic beauty, surpasses any ever made. The work on the "interiors" of the picture was made on a most lav- ish scale. Two of the most strikingly handsome sets ever constructed were built by Joseph Urban for the film- ing of the Prince Lubimoff palace scenes.

In picturizing this famous story as a super special, Cosmopolitan assem- bled a brilliant cast, directed by Alan Crosland. Featured are Lionel Barry- more, considered by many as Amer- ica's leading character actor, and Alma Rubens, of "Humoresque" fame. These two famous players are sup- ported by such prominent stars as Pedro de Cordoba, William ("Buster") Collier, Jr., Gareth Hughes, Paul Panzer, W. H. Thompson, Gladys Hulette and Mario Majertni.

Garden Farm Notes

M. T. Price has had such good suc- cess with his alfalfa crop that he is planting another field.

Mrs. M. D. Paul reports a sale of forty dollars worth of strawberries during September. Any one who doubts the success of Eastern grapes in Santa Margarita Valley, should have seen her Concord grape vines when carrying their full load of fruit.

A. W. Crockett is now marketing some very fine cabbage.

Mrs. Nelson Bingham returned Sat- urday from Hollywood where she and little Ruth have been spending two weeks with Mr. Bingham.

Mr. and Mrs. Floyd Crandall and daughter, Margaret, of San Luis Obis- po, visited the E. H. Crandall family Sunday.

E. G. Richards has returned from a business trip to Los Angeles.

George Noyes and Mrs. J. M. Crump have finished a successful canvass of the Garden Farms for help towards the year's work of the Atascadero Federated Church.

The Garden Farms W. C. T. U. will meet at the home of Mrs W. P. Robi- son, Friday, November 2d. at 2:30 p. m.

The monthly meeting of the Atasca- dero Co-operative Farms' Association, will be held at the club house. Tues- day evening, October 30th. Several matters of community interest are needing attention before the rainy season begins. The repair of the club house roof, the painting of the water tanks and the fall "clean-up" cam- paign. The directors of the Water company also have a report to make.

E. N. WILCOX.

Atascadero Weather

Oct.	Max.	Min.	Rainfall.
17	88	37	....
18	88	40	....
19	91	35	....
20	92	36	....
21	71	36	....
22	71	40	....
23	73	28	....

Total since July 1st.....0.29
To date, last year 0.13
Normal to date, (50 yr. av.)....0.94

R. E. FORTNEY,
Observer.

No. Dr. Ignatz, an aspirin tablet is not something to write on.

...New York, which includes Dale Winter in the role of Irene O'- Dare, together with a beauty chorus whose dancing is as expert as their good looks are convincing.

It is hard to keep from sympa- thizing with the chap who tells you proudly that his car is fourteen months old and his total repairs to date have cost him 85 cents. One hates to re- mind him of the inevitable calamities that are coming to him all in a bunch.

T & D JR THEATRE PASO ROBLES

FRIDAY, OCTOBER 26.

"I never fought harder"

says

Hobart Bosworth

speaking of his role in

"The Man Alone"

See the fight between the ship's officers and the mut- ineers.

It's A Great Sea Story

DON'T MISS IT!

Excellent Short Subjects

SATURDAY, OCT. 27.

A story of the frozen north.

Dustin Farnum

in

"BUCKING THE BARRIER"

It tells the tale of a woman's love reborn and a man's faith regenerated.

also

Round 3-'Fighting Blood'

COMEDY — TOPICS

SUNDAY, OCTOBER 28.

Melodrama as you like it

Dorothy Dalton

in her latest picture

"FOG BOUND"

Adventure is rampant, ex- citement is tense, thrills pile up in quick succession, then what?

Come and see this picture

MAURICE COSTELLO

in the cast

Excellent Short Subjects

MONDAY and TUESDAY OCTOBER 29 and 30

The picture that you all have been waiting for.

Mightier than the book! The motion picture version of A. S. M. Hutchinson's novel

"IF WINTER COMES"

Note: Owing to the length of this super-special it will only be possible to run one show each evening starting prompt- ly at 8:00 p. m.

SPECIAL MATINEE

TUESDAY OCTOBER 30.

Admission 50c. Loges 75c. Children 25c. Tax Included.

Please Come Early

WEDNESDAY AND THURSDAY

OCT. 31 and NOV. 1

ANOTHER BIG SPECIAL

Great Pictures!

How well we remember them. "The Four Horsemen" "Blood and Sand"

The sweep of drama, the over- powering beauty of romance. Blasco Ibanez's novels stand out as the supreme dramatic achievements of the screen.

And now comes his greatest work.

"ENEMIES OF WOMEN"

A sumptuous spectacle, a magnificent drama, one of the most lavish and brilliant cinema creations of screen history, with

LIONEL BARRYMORE

and

ALMA RUBENS

H. T. CORY, Director of Works, a member Nile Commission for Egyptian and Sudanese Government, 1920.

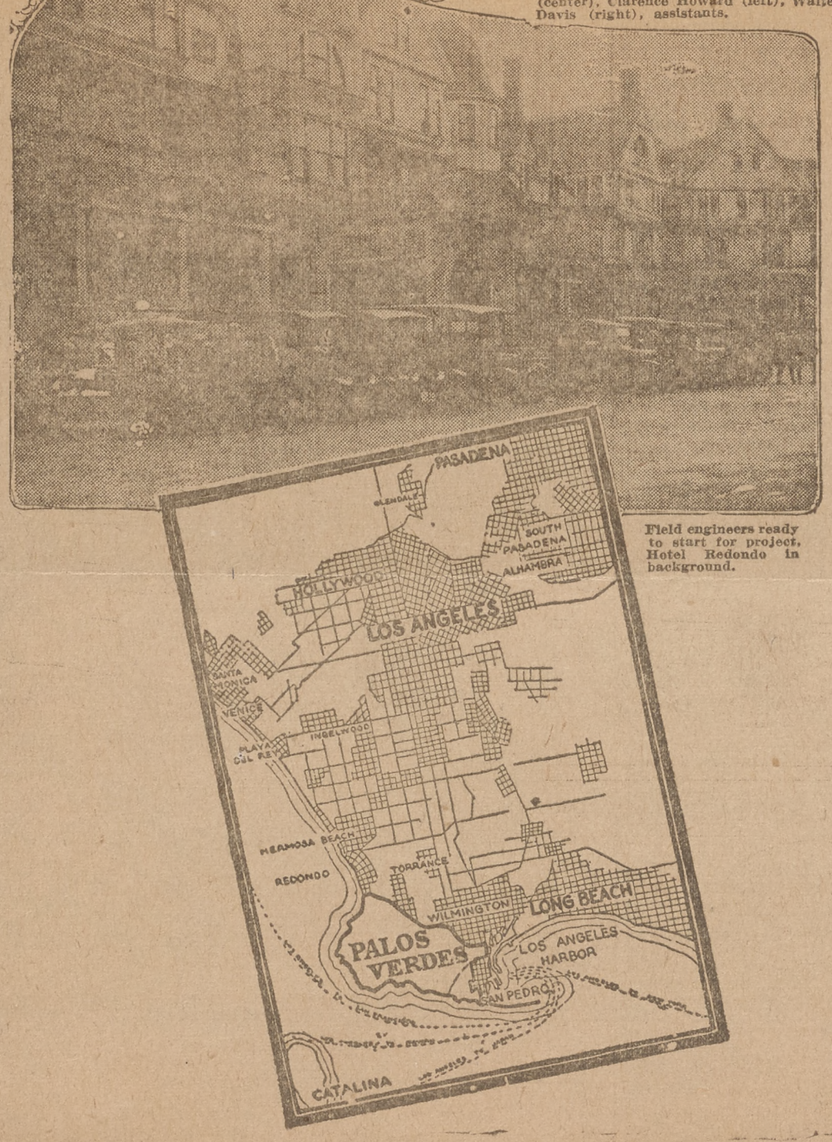
Draughting Room, Palos Verdes Estates Construction Headquarters, Hotel Redondo. A large staff is employed in active engineering work.

FREDERICK LAW OLMSTED, Director of Design. Senior partner of Olmsted Brothers, Brookline, Mass. Designers of Central Park, New York. Expositions: Seattle, Atlanta, San Diego, etc.

LA times Dec. 6, 1922

World-famous engineers are rushing Palos Verdes plans

CHARLES H. CHENEY, City Planner (center), Clarence Howard (left), Walter Davis (right), assistants.



Field engineers ready to start for project, Hotel Redondo in background.

Sixty Engineers, City Planners, Architects and Artists, undoubtedly the most skilled construction and designing staff ever concentrated on one task in Southern California, are at work at Palos Verdes Estates.

Not a cent of the subscribing underwriters' funds have been expended. E. G. Lewis and associates are financing this preliminary work. But one of two things can happen to subscribers to Palos Verdes Notes: Either their money will be returned by the Trustee, or the funds will be expended in accordance with the terms of the Trust Indenture.

Men with national and international reputations are making rapid progress on the final Palos Verdes Estates plans.

Old Hotel Redondo has been leased to Palos Verdes Estates as Construction Headquarters, for one dollar per year.

The pictures on this page, taken just a week ago, give but a slight idea of force that is employed in this preliminary work and the tremendous labor involved in making basic plans for an incomparably beautiful residential and business city.

Experts Working on Plats

F. L. Olmsted, Director of Design; H. T. Cory, Director of Works, and C. E. Cheney, City Planner, have staffs of specialists employed in final draughting on the selection plats and maps which it is expected will be sent to all subscribers to Palos Verdes Notes.

The Palos Verdes Plan

The Palos Verdes Estates plan is simplicity itself. It is proposed to buy at the extremely low price of $312 per acre the 16,004 Vanderlip Estate which lies between San Pedro and Redondo. This tract, directly in the path of population, has been unexploited and undeveloped for centuries. While it has been used for farm land, the adjacent coast line has filled with cities. Population and high land values press right up to the edge of the tract—the only remaining stretch of unimproved coast line near Los Angeles.

It is proposed to spend millions in transforming it into residential and business property, and then sell homesites and business locations at a profit.

A Guardian for Your Money

You may have had a chance to participate in big undertakings before, but never one like this. Every cent subscribed is placed in the hands of the Title Insurance and Trust Company of Los Angeles. Every expenditure will be under control. A 122-page Trust Indenture tells how the funds must be spent.

Excellent Investment

Palos Verdes Notes offer excellent opportunity for the investment of your idle funds. They may be reserved by a payment of 10 per cent down and the balance in three years with interest at 7 per cent. Non-convertible noteholders will share in the profits from the sale of lands and improvements.

Thousands of far-sighted Los Angeles men and women hold Palos Verdes Notes, with their opportunities for profit. You cannot afford to overlook this enterprise. Get all the facts at our General Sales Office, 929 South Broadway. See the 25x38-foot model map; or, if you can't come in, just send the coupon for full information.

Palos Verdes Estates

Phone 822481 — E. G. LEWIS, General Manager — 929 So. Broadway, Los Angeles, Cal. — Phone 822481

DISTRICT REPRESENTATIVES

BAKERSFIELD
Suiter & Company
2028 Chester Ave.
Tel. 1069

FULLERTON
Hunt & Moore
109 E. Commonwealth
Tel. 100

GLENDALE
Wm. F. Carroll
635 No. Isabel St.
Tel. Glendale 2467-W

POMONA
Webber & Greenamyer
285 North Garey Ave.
Tel. Main 30

SEATTLE, WASH.
Commonwealth Finance Co., Securities Bldg.

WHITTIER
F. F. Chapman
121 N. Greenleaf Ave.
Tel. 713

INGLEWOOD
Garner Curran
112 S. Market St.
Tel. 153

SANTA ANA
W. C. Childers
312½ North Main St.
Tel. 533

MIAMI, ARIZ.
Towle & Buell
517½ Sullivan St.
Tel. 169

REDONDO BEACH
H. H. Towle
Phoenix Hotel, Rm. 1
Tel. 2951

SANTA MONICA BAY DISTRICT
Charles A. Lynde
209 Santa Monica Blvd.
Tel. 21104

LONG BEACH
J. A. Calder
J. H. Baskette
116 Pacific Ave.
Tel. 62970

WASHINGTON D. C.
Col. W. D. Webb
Army and Navy Club

SAN PEDRO
Bettles & Bende
523 Beacon St.
Tel. 870

Palos Verdes Estates, 929 S. Broadway, Los Angeles, Cal.
Please send me full information about Palos Verdes Estates.

Name .....

Address .....

...Mrs. Fred L. Baker, in ...reland Place. More than 150 invitations have been issued and many of the young college folk are to be guests. There is to be a colored jazz orchestra and prizes for the funniest costumes.

—o—

Cards for the 20th Inst.

Miss Nancy Bilicke, who, with her mother, Mrs. A. C. Bilicke, has just returned from an extended trip abroad and Miss Florence McGarry, fiancee of Morris Barns will be complimented at a bridge luncheon to be given on the 20th inst., at her parent's home in Fourth avenue.

—o—

Giving Prenuptial Parties

Miss Violet Clark, whose marriage to Robert Freeman is to occur next week at the Church of the Angels, is being feted with a succession of delightful parties. She is the daughter of Mr. and Mrs. A. W. Clark of Hollywood, but who are temporarily at their country place in Montrose. Mr. Clark was distinguished in the recent war by his year and a half of Red Cross service overseas. Miss Clark returned about six months ago from a year's stay in New York.

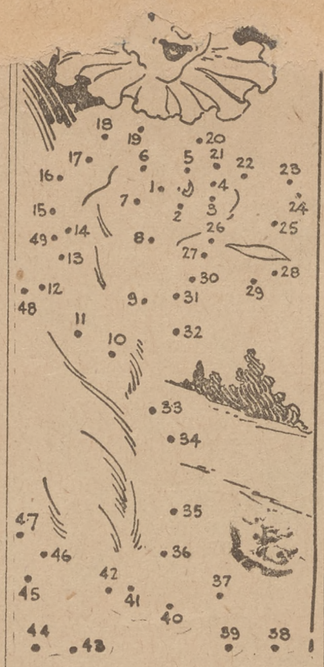
Mr. Freeman is the youngest son of Mr. and Mrs. George Horton Freeman of South Brighton avenue, and is well known as a commercial artist both here and in New York, where he spent several seasons.

Yesterday afternoon Mrs. Freeman gave a small tea for Miss Clark and her mother, and sharing honors with them were Mrs. Freeman's daughter-in-law, Mrs. John G. Freeman, a bride of last week, and her mother, Mrs. Millicent Wiebers.

Miss Mabel Clapsaddle is to give a luncheon at the Mary Louise and a matinee party tomorrow for Miss Clark, and on Saturday Miss Miriam Meredith and Miss Isabel Percival will have a dozen guests

Lillian Guentner,

Who danced a colonial minuet at the reception given in honor of Secretary Hoover by the Republican Study Club in the ballroom at the Alexandria yesterday.



When Noodle goes upon a hike,
He takes along his pet dog, Mike.

Draw from one to two and so on to the end.

(June Braun Schultz) who has just returned from her honeymoon.

—o—

To Wed Kansas Girl

Of interest here is the wedding of Miss Alice Margerite Lyman, daughter of Mr. and Mrs. Harry Edgar Lyman of Kansas City and Wil... Maney Edmondson of Los ... It will occur in Kansas

who will make ... your case. The treatment—as from the new insulin treatment which not all can avail themselves of at present—is strictly by diet and exercise.

There are many things of interest and value for everyone to know about diabetes so I shall tell you a few of them today to end this series. And if it should happen that you are temporarily where you cannot consult a reputable physician and you suspect that you have diabetes, this article will help you.

Diabetes usually begins insidiously and pursues a chronic course. As I have said often and shall repeat, Joslin says that nearly 75 per cent of his diabetic cases begin by overeating (especially of sweets.) And this overeating probably acts by overloading the system with toxins and undermining the resistance of the intestinal tract, so that the always-present intestinal bacteria cause a chronic infection which ascends to the pancreas. Or the toxins themselves may act directly on the pancreas.

The most prominent symptoms are the frequent excretion of an abnormally large amount of urine containing sugar, excessive thirst, and loss of weight. There is an abnormal thirst because the system must produce enough urine to dissolve the sugar and thus remove it from the body.

The sugar lost in the urine during the day varies from a trace to two pounds. Sugar in the urine is merely a symptom of the disease.

In the treatment of diabetes, Kellogg lays great stress upon ... tion of the sugar. He says it is ... ar, or ... bran from which ... arch has been removed, or ... in oils for this purpose, and ... necessary warm water enemas.

For the diet all authorities agree on a marked lowering of the sugars and starches, because it is the sugars and starches that the system cannot take care of. Kellogg advises the elimination of meats and fish of all sorts. Other authorities allow them.

Over twenty years ago Guelpa of Paris was the first to discover that when a diabetic patient was made to fast for two or three days the sugar disappeared from the urine. The fast is now an accepted part of the treatment, and short fasts repeated at intervals of a week or two will keep the system of the patient so that he can tolerate more carbohydrates.

In general, the best food for diabetics are nuts (if they are thoroughly masticated,) and legumes—peas, beans, lentils, soy beans—and green vegetables. Kellogg says that green vegetables must always constitute the diet of the diabetic, for they supply a liberal amount of the alkaline salts which help to neutralize the acids formed in this disease. The green vegetables furnish the bulk with practically no starch and very little food value. They are also rich in lime and iron and vitamins.

Joslin also lays considerable stress upon exercises as well as diet, for if the muscles are kept in condition there is a better utiliza...

The Spirit of Christmas

...ion of the year, E. C. Lewis, General Manager of the Palos Verdes Estates, emphasized yesterday that remarkable success had been attained in the last twelve months with his plans for the development of the proposed $55,000,000 city to be built on the 16,000-acre site between Los Angeles Harbor and Redondo.

It was pointed out by Mr. Lewis that many of the most important problems in connection with the development program for the huge project had been solved since last January.

He expressed his appreciation of the co-operation given by the people of Southern California and other parts of the world to help him toward his ultimate goal with the gigantic enterprise.

Praise was given members of the Palos Verdes construction and planning staff and the sales force for the work they have accomplished. Mr. Lewis stated also that he has outlined many of the outstanding features of the building plans for the next year.

In addition to the progress made in the last few months by Frederick Law Olmsted, noted landscape architect, and his staff of the famous Olmsted Brothers of Brookline, Mass., with their plans for the project, members of the art jury have made rapid strides with their program.

The Palos Verdes Art Jury has been holding weekly meetings at the Redondo Beach Hotel, field headquarters of the project. Members of this jury include Myron Hunt, chairman; Mr. Lewis, R. D. Farquhar, D. C. Allison and Charles H. Cheney, well known city planner.

Under the direction of Henry Clarke, director of sales, and his assistant, Murray Clemes, one of the most active campaigns in the history of California has been conducted during the year to dispose of convertible and non-convertible notes of the enterprise.

"Under the trust indenture, an art jury is entailed for all time upon the property, under conditions that will insure a representation of the property owners, working with professional men interested in building and in art," said Mr. Hunt yesterday.

"These professional men will be selected from nominations made by established national organizations representing the professions to which they belong.

"The trust indenture also provides for the placing in trust of the sum of $300,000, taken from the moneys obtained from the original sales of underwriting notes, the interest upon which sum must be entirely devoted to the expenses of maintaining the art jury.

"Under the trust indenture, the art jury must have submitted to it for its approval the design of any building or improvement or work of art for the property.

"It is not the intention that the art jury shall design these improvements, but that the art jury shall act with regard to both public and private buildings as similar art juries act in many older cities with respect to the design of public buildings and public monuments.

"Only in a few cities in America and abroad has the scope of such a body been made to cover private property. It is the hope and expectation of the promoters of the Palos Verdes Estates by this method to insure for all time a reasonable exclusion of those unfortunate improvements, not only public, but private, which once made pull down the value of all adjoining property.

"Obviously, the formulating of broad, general principles which will govern the jury became its first problem. It is equally obvious that regulations affecting the quality of design must at the same time be practical and helpful, or the whole object of the jury would be defeated.

"Early discussions by the members of the jury and the examination of the publications and records of similar juries brought out the necessity for sharp differentiation between designing and the criticism of design.

"In the case of larger undertakings such as the laying out of the roads, parkways, city groups, and the like, constructive criticism was simplified by the presence of the secretary of the jury, Mr. Cheney, collaborating with the landscape architects, Olmsted Brothers, in the broad, general work of subdividing.

"The presence of Mr. Olmsted and J. F. Dawson, of Olmsted Brothers, at the meetings of the art jury during the past weeks, explaining their maps and drawings as they progressed, has resulted in a general collaboration which has worked to the benefit of the whole layout."

...The home of Mr. and Mrs. William Gibbs McAdoo in Berkeley ... to be married ... ening to Paul C. Ferrel ... and for Mrs. John Pike ... for tea at the Ambassador in her honor. Another tea ... is being ... Square was filled with eager sho...

...ranged for ... dinner-dance the Beverly Hills Hotel on Saturday evening. Among those who have reserved tables are: Mr. and Mrs. Arthur S. Parks who will have six at their table, Mr. and Mrs. H. L. Bayliss who will have eight, Mr. and Mrs. R. S. Elliott who will have six, Mr. and Mrs. J. E. Woolwine who will have ten, Dr. and Mrs. A. C. Cameron have engaged a table for eight, Miss Meta Marbury for four, and Capt. and Mrs. George C. Thomas a table for four. Patronesses for the evening, who are Beverly Hills residents are: Mmes. F. K. Stearns, H. L. Baylies, A. S. Parks, Frank Matthiessen, Leland Reeder, T. O. Bunch, J. E. Woolwine, George C. Thomas, Jr., Misses Highland Reeder, Helen Bunch, Dorothy Green and Louise Kelso.

WOMEN'S WORK, WOMEN'S CLUBS.

Woman's Club of Hollywood

"This flag," said a somber little Armenian girl, as she held up an American flag that she had crudely fashioned from bits of colored paper, "is the flag that saves lives."

The tot was one of thousands of homeless refugees huddled at the quay, patiently awaiting their turn to be carried away, by the American marines from Smyrna, where the Turk was so ruthlessly pillaging, burning, and slaughtering. This child typifies the thousands of helpless sufferers in the Near East who confidently look to America for aid.

Just as Russia, for the last five years, has engrossed the attention of news writers and extension lecturers, so now Turkey seems to have become the center of interest. Very eagerly, therefore, did the members of the Woman's Club of Hollywood listen to Miss Jessie Way of Whittier, a former teacher at the Virgil Junior High School, who has recently returned from Constantinople and Smyrna, near which latter city she served as matron of the International College.

"At this college," said Miss Way," the student body was composed of representatives from nine different countries; of the 250 boys enrolled, 100 were Armenians, sixty were Greeks, and fifty were Turks, a truly cosmopolitan gathering."

Miss Way spoke very highly of the wonderful efficiency and self-sacrificing heroism of the workers in the Near East Relief in dealing with the stupendous problems that are confronting that organization in this terrible crisis.

"In Turkey," Miss Way told a group of interested club members that questioned her at the close of her address, "religion and patriotism are inseparable. It is a Turk's solemn obligation, enjoined upon him by the Koran, to strive in every way to convert infidels into believers. Therefore, he continues his hideous program of torture, murder, and arson.

"I know the hideousness of war," concluded Miss Way, "but one cannot have gone through the

Why are Kayser vests so long?

Kayser vests simply can't roll up or wrinkle, because they are so long and shaped to fit the waist and hips. They stay down.

BESIDES, they are *Italian* Silk—the best silk there is—and Italian Silk, so well tailored, hangs snugly to the lines of the body with a feeling of fitness that has never been equalled.

Kayser Italian Silk Underwear is the most luxurious—yet it costs less, because it lasts so long.

Kayser Italian Silk Underwear

Kayser Italian Silk MADE IN U.S.A.

Look for the starred label. One-star for medium weight. Three-star for heavy weight.

Kayser ★★★ Italian Silk MADE IN U.S.A.

It is in the wearing of the Kayser Italian Silk Vests that their superior quality and exquisite tailoring are given the truest test. Just three inches above the knee—they do not wrinkle or roll up.

$2.50 and up

Look for the *Marvelfit* reinforcement in the crotch of every pair of Kayser Italian Silk Bloomers—it insures their durability. Stretches with every step, giving comfort and ease of movement.

Marvelfit reinforcement
$3.50 and up

Designed for comfort, a Kayser Italian Silk Union Suit fulfils its purpose—with "room enough" yet carefully fitting the figure. Look for the *Marvelfit* reinforcement.

Gifts ...

Cover a Wide Fi...

Gifts that are beautiful ornaments—
—gifts for ladies and gifts for men—
ceivable circumstance.

Such is the array of Christmas offeri...
partment. The mere mention of ...
and the attractiveness of these gifts; ...
Brock & Company gives definite assur...
helping you make your selections.

For Ladies

Address books
Beads. Chinese jade, onyx, amber, topaz, moonstone, coral, black onyx, Russian lapis lazuli, amethyst, crystal, opal, white coral, Korean amber, Whitby jet, seed pearls, aventurine, green agate, carnelian
Belts
Button hook and shoe horn combined
Brooches
Bar pins
Bracelets: flexible, bangle, 14 kt. and stone set, Winter Garden
Barrettes
Toilet or hair combs to be carried in the bag, bobbed hair combs and sets
Cake sets
Cake powder boxes, some diamond and sapphire sets, some black enamel
Card cases, 14 kt.
Chains: Neck, sautoir, lorgnon, and chatelaine
Cigarette cases and boxes, 14 kt.
Cigarette holders, jet, amber, ivory, tortoise shell and briar
Cameos: Coral and stone
Dorine powder boxes
Earrings: Screw and pendant
Eye glass cases, 14 kt.
Ecclesiastical goods: Crosses, rosaries, medals, etc. Prayer book markers, 14 kt. and sterling.
Eyebrow pencils
Garters, gold, also platium and diamond
Glove buttoners
Hat pins—hat ornaments
Handy pins
Handy pins, sets of three
Handkerchief holders
Hairpins
Juliet sets
Jade jewelry: Rings, brooches, hat pins, pendants, bar pins, bracelets, earrings, hat ornaments and beads
Lockets—pla...
Lockets, nev... toir ribbon...
Lip stick bo... with sapph...
Lavallieres
Lorgnons, 14...
Lorgnons, p... mond set
Lingerie clas...
Letter opene...
Mesh bags, 1...
Mesh bags, ...
Mesh bags an...
Miniature cas...
Miniature loc...
Manicure sets...
Makeup boxes...
Napkin rings...
Pill boxes, 14...
Postage stam...
Pens, fountai...
Pen knives, 1... inum
Pencils
Perfume chat...
Picture frame...
Rings, 14 kt. ...
Plain and fa...
Reading glass... ing
Ribbon sautoi...
Scissors, embr... cure
Sautoir cords...
Sautoir cords... topaz, amet... amber drop...
Spurs
Sweater sets—...
Thimbles, 14 ... gold band
Toilet sets, 18...
Vanity lockets...
Vanity mirror...
Vanities, 14 k... enameled
Vanity and ci... bined
Veil pins sets...
Yale key case...
Yale keys, 14...

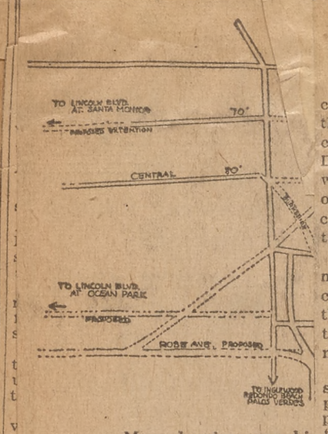
Visitors ...

Brock & ...
515 West S...
~Between Ol...

Hous... Per... Dian...

Los Angeles, Cal. Examiner
JAN. 6, 1924

'West Coa
1744 by Nev



Map showing new hig

BY HUGH
Secretary Regional

SEVERAL recent subdivisions t
the territory between Palm
and Santa Monica have prac
tically assured the solution of th
"West Coast Puzzle."

In particular, the series of right
angled turns in National boulevar
and the rather disconnected systen
of highways of the section hav
presented a problem in planning.

Reference to the map indicate
that through this territory ther
exist only Pico and National boule
vards east and west, and La Ballon
r ad and Sawtelle boulevard nort
and south.

While lettuce and celery field
covered the ground, there was litt
opportunity to add to the stree
system.

Now that people, instead of vege
tables, are proposed as the princi
pal crop, extensive street develop
ment can take place, since the auto
mobile is a more prolific highway
builder than the cultivat r.

The three outstanding develop
ments are as follows: First, con
nections for the Sepulveda Canyon
road; second, new links in Nationa
boulevard, and third, a diagonal link
from Pico to Rose avenue.

The greatest single connecting
link in the new system is the latter.

It is based on the extension of
Rose avenue east from Venice.

Venice has instituted condemna
tion to carry Rose avenue to her
eastern city limits.

The County Surveyor has com
pleted a survey from that point to
National boulevard at Featherstone
avenue, Palms.

The diagonal will continue from

Palos Verdes Nurseries Ar
1744 Developing 500,000

Palos Verdes Estates, the new
city by the sea, will probably be
the only community along the sea
coast between Torrey Pines, San
Diego, and Carmel-by-the-Sea
which will use pines in a conspicu
ous manner for landscaping, ac
cording to James F. Dawson, direc
tor of design.

"The climatic conditions, the
moisture, the protection of the
community all indicate this to be
the case, alongside of experimenta
tions we have made, and are
making."

The Palos Verdes Estates nur
sery is developing over 500,000
plants for landscape decorative
purposes. Director Dawson wishes
the public to know that he and his
assistants will be very glad to meet
any one interested in horticulture
and discuss what is growing, prog
ress, experiments, any time.

Among the half a million of
plants about to be set out, "the
first army of occupation," Mr.
Dawson calls them—for plants set
out will have their nursery space
automatically refilled, to cope with
the colossal plans for the commun
ity—are 10,000 pines and 50,000
eucalyptus trees, a large quantity
of Erica, Scotch heather, acacias
and cypress.

"The Scotch heather is very
decorative and particularly fits
into the environment of Palos
Verdes Estates," Mr. Dawson tells
us. "The eucalyptus trees have
proven particularly progressive—
those which have been growing
about the Estates for fifteen years,
and the latter contingent planted
five years ago.

"Some day soon we will give an
official planting to the giant cocoa
nuts which Professor Alder brought
back from the East Indies a few
weeks ago, a gift to the Estates.

"Our hothouse is nursing plant
growth with steam heat and serves
a protected nursery covering five
acres, which will shortly be en
larged to forty-five acres."

Director Dawson has enjoyed, in
his work at the Palos Verdes city,
the observations and reports made
on Palos Verdes' own eleven sta
tions of meteorological study, by
Dr. Ford A. Carpenter, meteorolo
gist of the Los Angeles Chamber
of Commerce and for many years
[illegible] bureau forecaster at Los

the climate for e
of ground—the
dwellings; with
drainage, humidi
temperature, etc.

"Dr. Carpenter
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"Observations
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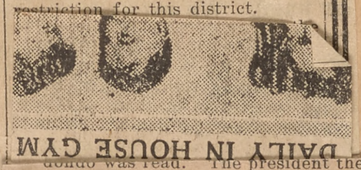
16 feet in width, before the store
faces, will encircle the plaza on
three sides. Above the ground
floor stores will rise one or two
stories of offices, apartments and
hotel lodgings, with a tower at the
corner—all within the three-story
restriction for this district.



DAILY IN HOUSE GYM

DR. CARPENTER'S CONCLUSIONS

DR. FORD ASHMAN CARPENTER, for 31 years a official of the U. S. Weather Bureau, has for mo than six years been a close observer of the climate of th Palos Verdes Hills, upon whose slopes the new San Pedr is rapidly marching to its future destiny as the most attractiv home city of the world.

Dr. Carpenter recites that in all the Southern Californi mainland, no place equals the Palos Verdes hills in th number of sunny days, and only Point Loma equals it i the matter of temperature range. The upper reaches of thes hills, however, have considerable advantage over Point Lom in the matter of clear atmosphere and absence of fogs. Su places in the Southland as Pasadena, Long Beach, San Dieg and Santa Barbara, have grown into cities largely on a mate which does not equal that of San Pedro on its hig levels. And of the entire range, that of its Southeast extremity, especially in the matter of diversified views the absence of fogs, is the cream of the whole range. A always from that of the bay and ocean, is the view ran over the Southern California coastline and inland to great mountains, and at night the twinkling lights dozen cities. As soon as a system of highways is com and the tourist auto travel finds its beauties, it will b almost at once the premier scenic auto routes in the Sout And then San Pedro will really come into its own.

1744

For the first time in history cli
mate surveys were made to de
termine land values—when Dr.
Ford A. Carpenter established
eleven stations on Palos Verdes
estates, January, 1914, and made
observations through to June, 1920.
It was stated by Director James F.
"Dawson, relative to his selection
of half a million plants for his
nursery at the new city by the
sea, for landscaping the commu
nity.

Over 100 different kinds of trees
will be used on the estates. It
will be the only community, pr
ably, between Torrey Pines
Carmel-by-the-Sea, where pi
will grow to a sturdy size. Am
the half million plants there
50,000 eucalyptus trees, cy
Erica (Scotch Heather), ac
The meteorological observa
assisted in picking those gr
things best suited for each
trict of the estates. In fac
cause of Dr. Carpenter's in
study, it was possible to ch
climate for every ten-acre
ground in the city.

Climatic charts show,
error, not only the proper
for dwellings with relatio
pepature and humidity,
tive information as to
age.

Director Dawson welcomes the visits of those interested in the things he is growing at his hot-house and five-acre nursery. The nursery will soon be enlarged to forty acres—upon the planting of the 500,000 trees, etc., now in process of reaching hardihood. Many show an interest in the enormous cocoanuts which Professor Alder, explorer, brought from the East Indies, a gift to Frank A. Vanderlip.

The meteorological investigations proved most important in the matter of selecting a home—the of houses with relation to frage—for many a ful and sat-

SANTA BARBARA, CALA NEWS
FEB. 15, 1924

GOLF COURSES ARE BUILDING IN CALIFORNIA

1744

LOS ANGELES, Feb. 15.—Golf is in the throes of a building boom in southern California with new courses under way or planned at Arrowhead, Saugus, Chino, Santa Monica, Palos Verdes, Ojai, Santa Ana, Lake Elsinore, Big Bear lake, Girard, Glendale, Bear lake, several on Ventura boulevard and at least one in Los Angeles city limits.

[as is] values $4.50
lbums 35c up
- - - $1.00
- - - $5.00
es at Cost
$5.00 and $8.00

Los Angeles, Cal. Examiner
JAN. 6, 1924

OF

Clews Prove Fruitle
Woman Missing S

1744

MISS MARGARET BOYD, 34, secretary to Charles Cheney of the Palos Verdes Estate, Redondo Beach, who mysterously disappeared on the night of November 16 last, has not been located.

Miss Boyd, a pretty young woman, left her home at 418 Esplanade, Redondo Beach, to attend a children's party at the home of her employer at 613 Esplanade. She has not been heard of since that time.

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REDONDO, CAL., BREEZE 19
JAN. 4, 1924

Palos Verdes F

Constructing Houses

Henry Clarke, director of sales at Palos Verdes Estates, reports that the first of February will see more than eleven homes in process of construction and the beginning of building operations on thirty-two more.

South-West Tract

All improvements will be installed at once in West-Man Heights, located on Greater Manchester and Arlington avenues on an elevation of 225 feet. The tract has been subdivided into large lots and permanent restrictions have been established. The Regional Planning Commission has recently determined to widen and extend Arlington avenue to the Los Angeles Harbor, according to Potter & Smith, subdividers.

Subdividing Ranch

Heffrin, McCray & St. John will begin at once the subdividing of the Rancho Toluca, which contains approximately 160 acres lying between Dark Canyon Road and Lankershim Boulevard and fronting on Riverside Drive. The firm recently purchased the tract from E. L. De Kindree for a consideration reported to be more than $250,000. A lake covering eight acres which formerly existed on the property is to be restored.

od time was enjoyed

dondo was read. The president then stated that this was the day, hour and place when and where any other persons having any objections to the proposed work or improvement or to the extent of the district to be assessed, or both, would be heard. As no other objections were presented and the protest received did not represent a majority of the district affected, the protest was denied.

A letter signed by the owner of property at No. 118 Diamond street requesting that the board take some action to prevent the proprietors of the automobile agency from using the front entrance to the building for driveway purposes, stating that no driveway was constructed at the front entrance, and that said proprietors were using the sidewalk as a driveway. This was referred to the city marshal and the city attorney for adjustment.

An application for a permit to hold a boxing exhibition at the Elks [illegible]ry, January 18, und[illegible] the Elks'

A petition from the property owners on Pearl street requesting that the proposed improvement of a portion of street include all of Pearl street from Camino Real to Catalina avenue was read. The city engineer was instructed to include all of Pearl street as specified.

Chief Henry requested that the salary of Officer Booth be raised to $150 per month, stating he had served the required six months and that this amount was now due him. The request was granted.

The meeting was adjourned till Monday, January 14, at the hour of 7:30 p. m.

HERMOSA BEACH, CAL. REVIEW

LOS ANGELES TIMES
ANNUAL MIDWINTER NUMBER
JAN. 1, 1924

Los Angeles, Cal., Times
DEC. 11, 1923
30-

RESS—10 Angeles, Cal., Times
DEC

is come our joyful'est feast
an be jolly.
with ivy leaves is drest,
ost with holly.

neighbor's chimneys smoke,
nas blocks are burning.
they with baked meats choke,
r spits are turning.

—Old Song.

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of the Review is printed the voters of
attan and Palos Verdes will have voted
trict for the joint disposal of sewerage
attempt to tell the people how to vote,
hods used by the proponents of this
ssue that the people will not know what

or.

uestion of a Hyperion disposal, and that should
n the present instance. You are voting to form
hat will be distinct and apart from your city
ed under a board composed of the Mayors of
nd a member of the county Board of Supervisors.
ave voted to place such a board in power there
event them voting three to one to have their
the entire district at Hermosa Beach. The pro-
is argument with statements from the Mayors
cities saying they have nothing of the kind in
beside the issue, inasmuch as it will be three
thing will be accomplished under this plan and
will have two elections in the meantime, replac-
boards of trustees. No statement or action along
time will be binding on the new boards. So
irt of the bunk.

gument is put up as to Los Angeles allowing the
t with Hyperion. A purported statement from

It is not worth the paper it is written on and
ling. The resolution is so loosely drawn that any
city could step in and enjoin the City of Los
ending the taxpayers money to furnish a sewer
territory. There are those waiting to do it
along that line will probably meet with endless
Angeles, too, finds itself in the same position
the other cities, and an agreement of the kind
city will have no legal standing should a future
position that annexation is the price we will

Los Angeles when she bears gifts. Look under
ask why all this haste to call an early election,
hope of slipping something over before the people
ated to the danger of the course proposed.
at this district at this time there is nothing lost
ught to another vote in a few months when the
had time to become posted on the subject.
be nothing lost locally as Hermosa will have to
ution long before the three years required for
et in action.

to surrender the right of Hermosa to handle its
tion and place yourselves at the mercy of your
for the district plan, but do so with your eyes
g of the tremendous expense
pay your share, and with the
to take care of the local situa-

PALOS VERDES TO USE MANY PINE TREES

Palos Verdes Estates, the new city by the sea, will probably be the only community along the seacoast between Tory Pines, San Diego and Carmel-by-the-Sea which will use pines in a conspicuous manner for landscaping, according to James F. Dawson, director of design.

"The climatic conditions, the moisture, the protection of the community all indicate this to be the case, alongside of experimentations we have made and are making," said Mr. Dawson. "The Palos Verdes Estates nursery is developing more than 500,000 plants for landscape decorative purposes.

"Among the plants to be set out are 10,000 pines and 50,000 eucalyptus trees, a large quantity of Erica, Scotch heather, acacias and cypress.

"The Scotch heather is very decorative and particularly fits into the environment of Palos Verdes Estates. The eucalyptus trees have proven particularly progressive—those which have been growing about the Estates for 15 years and the latter contingent planted five years ago. Some day soon we will give an official planting to the giant cocoanuts, a gift to the Estates, which Professor Alder brought back from the East Indies a few weeks ago. Our hothouse is nursing plant growth with steam heat and serves a protected nursery covering five acres, which will soon be enlarged to 45 acres.

"Observations and reports on Palos Verdes' 11 stations of meteorological study have been made by Dr. Ford A. Carpenter, meteorologist of the Los Angeles chamber of commerce and for many years weather bureau forecaster at Los Angeles, covering a period between June, 1914, to June, 1920, and the data is bound into 12 massive volumes. These automatic meterological records comprise accurate information on temperature, humidity, sunshine, wind and rainfall.

"For the first time in history a climatic survey was made at Palos Verdes to determine land values—a businesslike, commercial application of meteorology to colonization and six complete sets of instruments were erected at various stages of elevation from 100 feet to 1300 feet above the sea and from the sea several miles inland. The survey made it possible to chart the climate for every 10-acre plot of ground—the proper location of dwellings, with relation to air drainage, soil drainage, temperature, etc.

"The action of the sun's rays on the beach," Dr. Carpenter pointed out, "is to set up a vertical wind current. This is augmented by the reflection and radiation from the nearly vertical cliff faces. When these air currents reach the top of the cliff, on a level with the lower sea terraces, they are immediately

Redondo Beach

DESCRIBING California always means mentioning climate, but in Redondo Beach, the kindness of Nature brings perfect weather, to the extent that the infrequent storms hold a counter-attraction through sheer novelty. Redondo Beach cuddles down on the low cliffs bordering the Pacific toward the southern tip of Crescent Bay.

The surrounding country offers many garden farms and several oil districts. To the south the broad acres of the Palo Verdes Rancho have been developed into estates of wonderful home sites.

Some idea of the city's growth is gained from the fact that she supports five banks today where a short time ago there were but two, and that the clearings show an increase of $25,000 a day over 1922. The population in 1921 was less than 6000. A census taken recently shows the total to be more than 8000.

* * *

LOS ANGELES TIMES
ANNUAL MIDWINTER NUMBER
JAN. 1, 1924

ifornia always means
ate, but in Redondo
of Nature brings per-
extent that the infre-

lost in the prevailing on-shore character of the general circulation.

"The steadiness of the radiant winds gives regular and unvarying air lanes for land and water fowl frequenting Palos Verdes.

"These beach and cliff winds, while not particularly of benefit to the yachtsman, owing to their on-shore character, will probably be utilized by seaplanes, airplanes and gliders as such craft enter more into the realm of utility as well as sport."

increase of $25,000 a day over 1922. The population in 1921 was less than 6000. A census taken recently shows the total to be more than 8000.

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ABLICO CANYON

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Best Climate

terly winds are damaging to
st crops, but may be expected
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hree, usually in February—and,
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hose seeking homesites.
rtherly, northeasterly and east-
winds, which carry dust and
a desiccating effect on all veg-
on, never touch Palos Verdes
tes, because they cannot com-
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high ground forms a barrier
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citrus region of Southern
rnia, especially that portion
inland forty or fifty miles, is
liable to northers, exceeding
mes a year.
idstorms, in Palos Verdes Es-
occur on an average not to
one in three years—and are
ore damaging to vegetation
one frost, and the latter is
unknown in Palos Verdes,
n-by-theSea and upper Re-
Beach. One has but to pass
mes in this district and note
owing flowers, out of doors,
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and.
eat many people have awak-
o the fact that life beside the
lds a more even temperature,
hout the year, than inland.
ers have discovered this
h circumstances forcing them
beach in behalf of rent—or
ver rent, due to the general
that the seaside is only a
ring place to live.
matter of fact, the seashore
rm in winter and cold in
r", to quote a thread-worn
sion of the advertisement
Particularly does the report
this fact at Palos Verdes
.
s of compiled facts cannot
publication here, for lack
e. The annual mean temper-
1915-16, for instance, varied
.5 to 59.6 (on the crest, just
Alabama to Malaga Height",
he west shore as far as Point
).
temperature is controlled by
, which varies in mean tem-
e only from about 62 in
r to 52 in winter. At Venice
ual April seawater temper-
s 54 to 56—in 1917 it was 6
s.
is almost unknown on the
d south coasts below 600 or
it coutours, with damaging
rely happening on the crest
he north side. During Janu-
16, there were three occur-
f frost (7th light, 11th and
avy) on the north side. No
n the coast line, and the
n the north side was not
ntly heavy to damage even
vines.
all recordings at Los An-
arted January 1, 1897, where
nce reflects heaviest rainfall
during the late evening and
norning, with a secondary
m between noon and 2 p. m.,
per cent of all rainfall dur-
ylight hours—practically all
heavy rainfall coming from
er through March.
holds good for Palos Verdes
as well—with practically all
rainfall between December 1
rch 1—the greatest in De-
declining gradually through
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moisture-bearing winds are
rom the southeast around to
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e leeward of the high ground,
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is on the northeast slopes,
least on the sea terraces.
g the 1915-16 season the
was 15 for the west and
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st section of Phillips Bros.'

g 1916-17 the rainfall was 13
t Vicente to 15.7 at Porter's

moisture is equally as valu-
r vegetation as rain. Para-
ly, the area of the greatest
humidity, is also the area of
ainfall (the region around
Vicente.) The air is normally
dry over the district with the maxi-
mum rainfall and normally moist
over the coast. There is a range of
12 per cent in air moisture.

The annual mean relative humidity in 1915-16 ranged from 67.9 per cent to 79.9 per cent (Point Vicente.) The mean at the crest, just west of Alabama.

Palos Verdes, near the village
omita, and numerous others in
a Barbara, near Lompoc, and
ern county, near Bakersfield.

ORIGIN OF OIL

fact, many people regard the
nding oil of Kern county as
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no foundation, for not all the
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SANTA BARBARA, CAL., PRESS
JAN. 22, 1924

Small Home Designs Book Is in Demand

Five hundred copies of the book of Small Home Designs published by the Community Arts association have been ordered for use by the Palos Verdes Estates company of Los Angeles, in the development of its ocean side subdivision, according to a request for the book received yesterday.

Issued last week and containing 50 plans and designs for small houses the book is said to have gained already an unusual popularity among builders, the building trades and persons confronted by the various problems related to house construction. Material of finances, hints to builders and discussions of building in general is said to have attracted

Los Angeles, Cal., Express
JAN. 21, 1924

PLAN TWO BIG YACHT EVENTS FOR SUMMER

By TOM STIMSON

Two great race yacht classics are planned for Southern California waters this coming summer. A 200-mile schooner race will take the place of last year's Honolulu grind, and a 110-mile cruiser race is planned for the motor boats. Both events will take place in June.

The California Yacht club is expected to have charge of the schooner race. The contest will be open to yawls and ketches from all of the local yacht clubs. Such craft as the new ketch Mildura and the famous Malabar I, recently acquired by members of the Newport Harbor Yacht club, will take part in the race. Cups will be awarded for all classes.

The course will extend from Palos Verdes to the west end of Catalina, thence around San Clemente island, back around Catalina to the San Pedro breakwater.

CATALINA CRUISE

The race was first planned last fall, when Captain Eyer of the schooner Idelia, which was forced out of the Honolulu race by fire, asked for a short sea race to try his ship. Since then the Idelia has been placed on sale.

The cruiser race will be held under the auspices of the Newport Harbor Yacht club and will be a real interclub affair, as the club plans to have it sanctioned by the Pacific Coast Yachting association. Two classes of boats will start, those of 40 feet and under and those of more than 40 feet. The course will be around Catalina island from Newport. It is probable that the cruisers will start on time allowance handicaps, so that they will cross the finish line in a bunch. The race day will be made a holiday at Newport.

WOOFEL BIRD OUTING

The yachtsmen's mysterious fraternal organization, the Woofel Birds, will hold a two-day meeting trip to Catalina harbor beginning January 26. The ketch Mildura will be flagship of the squadron and will have "Woofel Cock" Claude Putnam at the wheel. Other ships to go will include Shirley Meserve's Lady Luck and Bill Warmington's Pow-Wow.

Los Angeles, Cal., Times
JAN. 14, 1924

District Becoming ...ed as Beauty Center

By LESLIE WORRALL

...er laid claim ... of scenery. ...ry or around ...y because an ...s never had ...auty. Utility: ...ict is advanc... residential dis... ...pping and in... ...doubted beau... ...lings deserves ...ention. Beauty, ...d found no... ...n California, ...nd in every ...uty in every ...harbor works. ... many hills ...re confronted ...e strips in the ... shapes pass... ...g minute lips ...e. In and out ... sand colored ... up-to-date ...e world—jos... ...of oil storage ...t a neat con... ...t to marvel at ... work, the set... ...n Pedro over... ... compensation ...n-made amuse... ... silently revels ... earth and sky ...beyond this net... ... the calm ocean ...n beating down ...n wisp of wind ... its surface.

...g Beach

...n incomparable ...g Beach, whose ...s seem to stand ...entinels to the ... side the thin, ...reakwater ends ...ghthouse, shel... ...vessels waiting ... wharves. ...r, but the har... ...thing of beauty ... can lay claim. ...reet facing east ... are over forty ...e or ride takes ... giving superb ...nd near. There known to outside people. Now however, they are forcing attention throughout Southern California, principally through the throwing open to sub-division of the Palos Verdes estates.

Leaving the almost endless chain of foothills immediately behind the main part of San Pedro, Point Fermin bids the nature-lover welcome with a fine variety of views. From the bluff, standing several hundred feet above the ocean, is seen Santa Catalina island generously running parallel with the coast and commanding extra attention by her jutting peaks. Below the bluff, on the jagged rocks, the breakers, ignoring the grip of the sea of kelp, dash and surge foam into thousands of crevases, while an army of sea gulls wheel and cry endlessly. Now a giant liner, grim freighter or cheeky fishing smack drift against the sun.

Roads Are Fine

Very fins roads, well-used by motorists between San Pedro and Redondo, pass in and out the Palos Verdes hills, here breathlessly hanging over a sea wall, there running through groves of trees, and intermittently circling quaint ranch houses. White Point is far renowned. Down below the road, in an ideal location between two bluffs sheltering a pebbly beach, is the Sepulveda hot sulphur springs. It is a pretty scene.

The road leads past a perfect oasis, a neatly planted cypress grove, seemingly unfitted for the name of Portugese Bend. On the east now are the Palos Verdes hills, full of beauty even in their bareness. And toward Redondo, with the sea always at your feet, the newly made and excellent roads in the big estate promise ideal locations for nature-hungry business men. Bluff after bluff, each sheltering pebbly beaches, throw the Santa Monica bay further and further away, yet always the northern loop of land to that bay stands foremost, incomparable with its vision of greensward.

Eeach day sees many hundreds of cars passing over the roads, and very few are in a hurry. Special trips are often made both from San Pedro and Redondo to the many ideal camping spots down on the

LOS ANGELES, CAL.
ILLUSTRATED DAILY NEWS
JAN. 13, 1924

...USINESS ...PLANNED ...S VERDES

...es have com... ...start work the ...second business ...ew community ... next to the ...where the first ...arted develop... ...strict of three ...l a final pop... ...and residents. ...atter, engaged ...ns and plans ...ndscape plan... ...city planner, ...Lunada Bay ...tif of design ...based in Se... ...the Malaga ...more Italian ...feeling is ...r of sales ... than ten ...of construc... ...nuary and ...e of Febru... ...mand of ...ds the he ...of a fi... ...r the ... ...ond exp... ...t the-mid... ...migration to ... this com... ...The recen... ...ther condi... ...ary in the ...s.

...he Plaza was purposely ...way from the heavy traf... ...ranvia La Costa, leading ...alos Verdes and on to Sa... ...ighway, Via Mirola, one ...arked on both sides, lea... ...parkling Lunada Bay.

...he architecture of Lun... ...tablished as Mediterran... ...at this is more compara... ...e warm climate of Soutl... ...her old world style. Bu... ...be not less than two st... ...ree in height, except tha... ...gh as one hundred and ... ...taken advantage of ... ...l variations in roof lin...

...e planning at one time of ... ...oup of business buildings, su... ...asizes again with what care... ...ity is being built. Here one ...estments protected and enhar... ...mprovements designed by A...

...ease in Lunada

...judgment on the heavy dema... ...for Malaga Cove Plaza were ... ...the lots we mention in Lun... ...through the day. Drive dow... *...sible.* Last Sunday 800 auto... ...sible for us to take care of eve...

Los Angeles, Cal., Herald
JAN. 20, 1923

...cts to Plazas Retained

...Estates, through ... Lawyer, general ... the employm... ...architects, for a ...on over each of ... two of which are ...development, with plans for the third almost completed. Kirtland Cutter, Long Beach, will supervise Lunada Bay Plaza; Weber, Staunton & Spaulding, of Los Angeles, will have charge of Malaga Cove Plaza, and Marston, Van Pelt & Maybury of Pasadena will plan Valmonte Plaza.

The following contractors announce that they have contracts to build homes in Palos Verdes Estates: Rudolph Schipkowsky, A. B. McIntire, George Kweram, Edwin S. Douglas.

Architects assigned to plans for ... Palos Verdes Estates in...

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Lawyer, ...des Es... ...chitects ... at the ...nounced: ...Insur... ...V. Wal... ...ed; Kirk... ...home of ...unton & ...ilding, ...M. Wins... ...home of ...oth, 7060 ...e of J. C. ...05 South ...oetnor & ...736 South ...vle; Jerry ...me of F. ...re shortly ... at Palos ...following ... to have ... in Palos ...h Schip... George

...RCHITECTS ...ES IN TRACT

...office of Jay Law... ...anager of Palos ... the following list ...signed to plans for ... city is announced: ...theau, Title Insur... ...on the Mrs. J. V. ...almost completed; ... Long Beach, home ... Weber, Staunton ...libernian building, ... Carlton M. Wins... ...building, home of ...ke; John Roth, ...oulevard, home of ...y F. Withey, 405 ...e home of Roet... ...ton L. Risley, 736 ...e of H. H. Towle; ...ndo Beach, home ... will soon be

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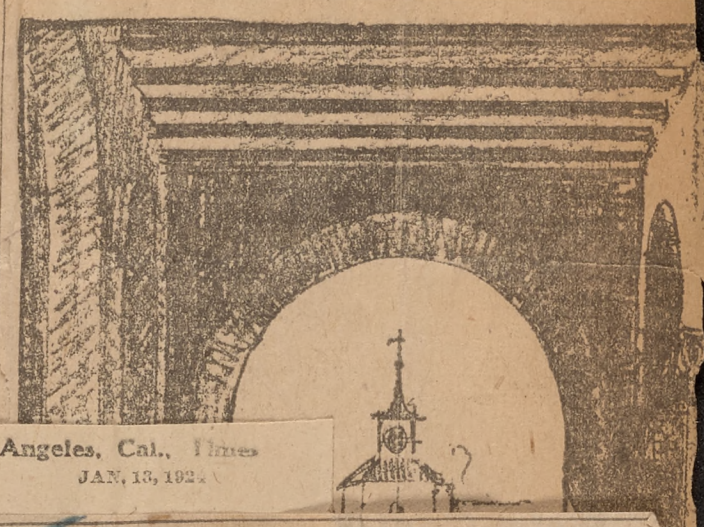
Los Angeles, Cal., Times
JAN. 13, 1924

Plaza, on Palos Verdes Ocea... ...o Be a Bit of Real Old Sp...



Subdivisions and Subdividers

...e ar... ...f Old Spa...

...pening of Ocean ... new tract com... ...ots located on ...f Ocean Park, ...ley, Barteaux ... of the ...Pron... ...is on National ...neteen blocks ...ording to the ...which extends ...e subdivision ...ickering Pier ...e avenue on ... property will ...connect with ...levard and to ...ard which ex... ...r Lake Ter... ...an important ... of the same ...tered by Los ...t will connect ...les and the ... route thus ...sity of passing ...ed downtown ... Plans for the ...vas recently ... by city au... ...g completion, ...W. Dickinson. ... unit of East ...ed north of ... Doheny Road, ...old, Cornelius ...e. Within a ...d unit of the ...with an inten... ...n. All im... ... second unit ...an area of ...be completed ... East Beverly ...tate of E. L. ... to the Mul... ...ive. ... Woodruff of ...han $2,000,... ...q for home... ... in less than ...he Mulholland ... under con... ...se the upper ...dland. This ...great deal of ...which is pop... ...of the scenic ... homesites. ... through the ...n at the outer ...or by Congress... ...bricks, according ...ved here yester... ... municipal har... ... now preparing ...he grant sought, ...for an extension ...line railway. ...riginally was the ...when the Palos ... granted to early ...nish crown. On ...on to the Union, ...became Federal

...this conservation of natural beauty has popularized the tract to a greater extent. Accessibility to Pasadena and Los Angeles and nearness to the country club district also tend to make the prop... erty of special interest.

...des quaint shops—off past the tower ... side street where service establishme... such as garages, oil stations, etc.,

...of Palos ...oon em... ... Kirtland designing ...it. ...with bal... ...grill iron ... arcaded ... different ...laga Cove ...no whites ...dull ivory ... blue—tile ...and terra ...k tint in ...n towers, ...rfaces of ...rregularly ...ws, doors ...re lines ...cings. ...velopment ...come the ...ing out a ...rent ages ...nt build... ...rfacings—t will ap... ... than an... ...harm and

...defeat possibilities of the m... ...of sameness which usually ... where a whole unit of th... ...is constructed at practica... time.

"Lunada Plaza will be ... placed one short block ... heavy automotive traffic ... Verdes coast highway, Gr... Costa—which leads from ... Beach through Palos Verde... to San Pedro, eventually ... the State highway. From this ... highway, Via Mirola, a broad m... street of 100 feet in width, ... stream through the Plaza down ... the sparkling bay.

"Buildings will have a requ... ment of not less than two sto... and not more than three stori... height, with the exception of ... towers, which may go to as ... as 150 feet. The tower possibi... in roof line have been used ... very satisfying fashion.

"Proper, the Pla... ...font in the ce... ...by an ar...

...road officials, ...other sources ...ed by Palos ...t out," said Jay ...anager of the ... the sea, "that ...usands of fami... ...os Angeles from ...to make this lo...

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Los Angeles, Cal.
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PALOS V
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Views of Ocea and Park Pr Resident

"Ever since pec gregate in cities, try communities, touching elbows states Charles H ally known city a summary of strictions for Pa

"In Palos Verd effort has been an ideal garden dence park, wit vantages of the

"A complete restrictions of in the city of P nished when co deeds are signe upon applicatio director of sale gage building.

convenient boo coming off the tion, and will b planners over th as the general r

VIEWS F

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"To preserve ocean, mountain crease with the ful natural beau enhanced with that every purch des may be su home there tha have to build a type of building will feel secure home can nev any unsightly ob ture, either upo in any part of P

"The protecti for Palos Verd to 1960, or 37 y matic extension periods will ens changed by two ty owners. A wance for a re vo-thirds of th ithin 300 fee ange, the Palo ociation and th

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"Palos Verdes lass suburb of per cent of all family houses. houses, duple stores or shops single family only at very centers, where signed to be a way as possible neighborhoods.

"The four centers lie appr apart, with add venience spots One important strictions is tha open or free sp every dwelling, varies with the of the lot.

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Los Angeles, Cal. Examiner
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JANUARY 12,

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PALO

Los Angeles, Cal. Exami
FEB. 3, 1924

View of the Hills at Gir

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TORRANCE, C
FEB. 8, 1924

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The county surveyor's department has made tentative plans for districts by drainage areas. The district in which Lomita would be included would take in the southern half of Inglewood. Its west boundary would be the ridge that lies about a mile east of the Pacific. The eastern

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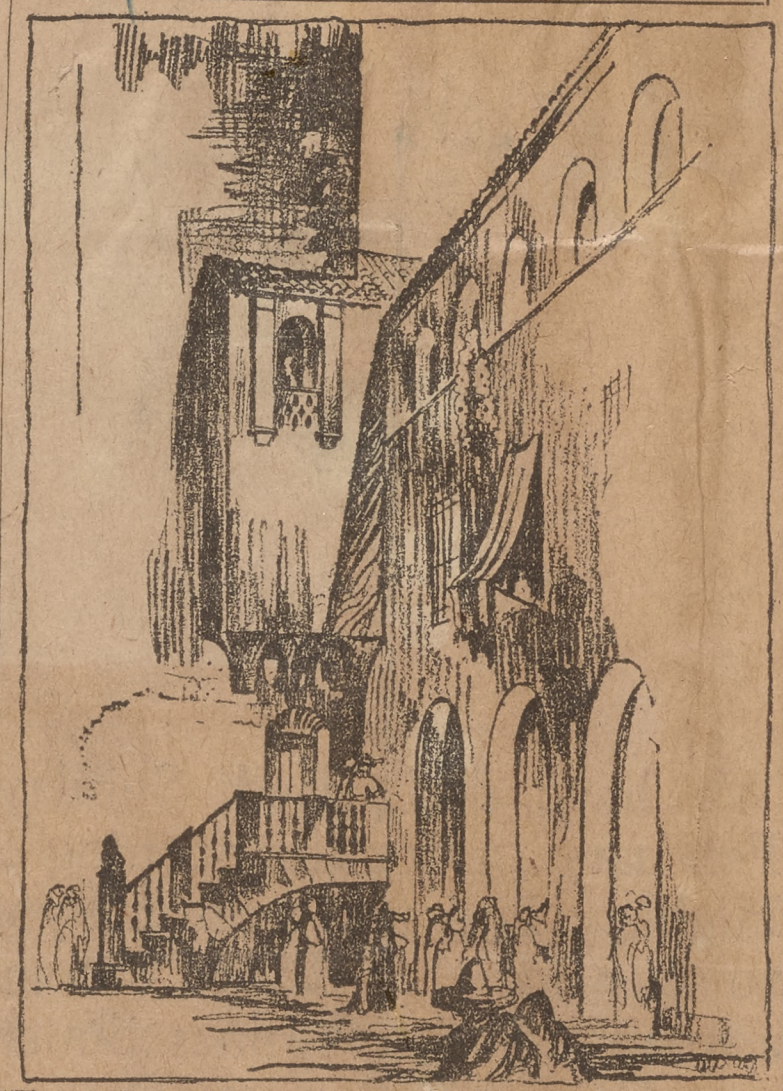
LOS ANGEL

Los Angeles, Cal. Examiner
FEB. 10, 1924

Rapid Development Going Forward at Palos Verdes



"The artist's pencil has caught the personality, the atmosphere, of the Spanish-Indian-Mexican architecture of the third business center plaza, Valmonte Plaza, in Palos Verdes, city by the sea. The arcade arches before the exclusive shops—the studios above—the stairway to the actors' entrance of Velmonte Theater."

VALMONTE PLAZA, the third business center in the city of fully protected homemakers, Palos Verdes, will start construction on its first stores within three months, according to announcement made by Jay Lawyer, general manager Palos Verdes, yesterday.

Valmonte district will be the high class neighborhood of the community convenient for business men, executives and highly skilled workers in the towns of Long Beach, Torrance, San Pedro and Lomita.

Plans for the third plaza, now published, show this business center a hundred feet above metropolitan Los Angeles, looking over the plain where Los Angeles marches towards her harbor, to the Sierra Madre mountains.

On the sloping terrain to the east a full view of Long Beach and the harbor—to the west the new Palos Verdes 18-hole golf course, Malaga Cove district, and the sea-beach sweep along Redondo to Santa Monica. In the foreground of Valmonte Plaza Lomita, Torrance and Wilmington.

Valmonte's center will be arcaded on four sides, the finer exclusive shops of the residential neighborhood facing the arcaded sides. Oil-

LOS ANGELES, CAL.
ILLUSTRATED DAILY NEWS
FEB. 16, 1924

17 MILLION ASKED BY E. G. LEWIS IN PALOS VERDES SUIT

Suit for $17,571,900 has been filed against the Title Insurance and Trust company by Edward G. Lewis. Lewis charged the trust company failed to carry out an agreement with him regarding the subdivision of the Palos Verdes tract. He asserts the subdivision cost him $5,000,000 in profits, commissions and expenses.

Lewis declares in his suit that he obtained an option on 16,000 acres at Palos Verdes in 1921 for $5,000,000 and that he assigned the option to the trust company. He alleges that the agreement was that when $15,000,000 in subscriptions had been obtained the company was to exercise the option and proceed with the development, which he says it failed to do. Lewis said the company acted as trustee until February, 1923, when it threw up the project altogether without notice being given him, telling the subscribers they could get their money back.

Lewis asserts he spent more than $1,000,000 for advertising and that he was damaged to the extent of $5,000,000 by the failure of the company to collect deferred subscription payments. Lewis stated that $35,000,000 in subscriptions were obtained.

START BIG SUIT

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Supervisors yesterday ordered tha
the County Surveyor make an in
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Palos Verdes Estates is plannin
to sell a subdivision in which th
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Supervisor McClelland state
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JANUARY 25, 192

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SAN PEDRO, CAL., NEWS 17
FEB. 15, 1924

PALOS VERDES CREATOR SUES TRUST COMPANY FOR HUGE SUM

1744

Lewis Starts Court Action to Collect $17,571,900 Damages

CONTRACT VIOLATED

Claims After Fund Was Raised Company Failed to Keep Faith

One of the most important real estate lawsuits ever to be entered in the courts of the Southland was filed yesterday by Edward G. Lewis, operator of the Palos Verdes Estates here, against the Title Insurance and Trust Company for $17,571,900 plus interest of 7 per cent from February, 1923. Lewis asserts that the company failed to carry out an agreement with him regarding a proposed subdivision of the Palos Verdes Rancho, which cost him $5,000,000 in net profits, the balance in commissions, expenses, etc.

Lewis declares in the suit which was drawn and filed by Attorneys Thomas Fauntleroy Edwin A. Meserve & Paul McPherson, that he obtained an option on 16,000 acres at Palos Verdes in August, 1921, at $5,000,000, and that on December 16, 1921, he assigned this option to the trust company. The agreement, he alleges, was that when $15,000,000 in underwriting subscriptions had been obtained the option was to be exercised and development proceeded with.

The company acted as such trustee, he declares, until February 8, 1923, and then threw up the project without notice to Lewis, and told the underwriters they could get their money back.

Lewis says he was to receive 5 per cent of all registered subscriptions and cash proceeds, and 10 per cent of the net profits after all obligations had been satisfied, for his services in mapping, promoting and advertising the project.

On January 9, 1923, he declares, the company announced that the goal of $15,000,000 had been reached and that the option would be exercised. The next day it demanded his resignation as general manager, he asserts, in favor of J. H. Coverley, then a trust officer of the company. He compiled with the request but a month later the company gave up the project entirely, according to his complaint.

Lewis asserts a total of $35,000,000 in subscriptions was received, that he spent more than $1,000,000 in advertising and that he was damaged $5,000,000 by the failure of the company to collect deferred subscription payments.

DISCLOSING THE NEW MODE

The coat-frock lends itself to endless variety, but here one sees it in a model that is generally becoming and flatteringly adaptable. It is developed in dark blue twill and is draped slightly at the side. The decorative scheme is novel and colorful, consisting of three rows of braid—one gold, one silver and one turquoise blue—stitched along the collar and edge of the turn-back cuffs. Medium size requires 3¼ yards 54-inch material.

Postnuptial Shower in Honor of Mrs. L. Brady

Mrs. Peter Wagner was hostess at her home at 425½ Twelfth street yesterday at a charming postnuptial shower given in honor of Mrs. Louis Brady of Long Beach whose recent marriage was an event of interest in social circles.

The honor guests received many lovely gifts and the guests spent a most delightful afternoon with music and games as diversion.

Late in the afternoon the hostess served a delicious luncheon. The Valentine motif prevailed in table decorations and was carried out in a most attractive fashion. The red hearts and cupids suggestive of the romantic day were used in profusion while red flowers completed the ornamentative scheme.

Places were laid for Mrs. Frank Tully, Mrs. Lewis Soegle, Mrs. Alfred Bordon and son Alfred, Jr., Mrs. E. J. Kreider and daughter Jean, Mrs. Peter Waggener and Mrs. Louis Brady, the guests of honor.

—★—

LOCAL BRIEFS

That indiscribably "different taste" of desserts is merely the difference in the flavoring. Try Jan Duzer's Extracts.—Adv.

New showing of latest New York, Chicago and San Francisco creations. Zimmerman - Wright Hat Shoppe, 331 Sixth St.—Adv.

10 acre chicken ranches near Riverside. $1500; $150 down, $15 per month. Inquire Ben Leutepohler, 1025 Pacific. Phone 934.—Adv.

ANDREWS' FLORAL SHOP
San Pedro's Leading Florist
359 Sixth St. (Adv.) Phone 1521

New showing of latest New

S. F. CAL. BULLETIN
FEBRUARY 15, 1924

$17,571,000 SUIT IS FILED IN SOUTH

LOS ANGELES, Feb. 15.—Suit for $17,571,900 against the Title Insurance and Trust Company was filed in the Superior Court here yesterday by E. G. Lewis, original promoter of the Palos Verdes Rancho sub-division, south of here.

According to Lewis' complaint the trust company failed to carry out an agreement with him regarding the exercise of an option on the rancho. He obtained an option on the 16,000-acre tract, the complaint states, in August, 1921, for a consideration of $5',000,000. Later he assigned this option to the defendant corporation, he says, under an agreement that when $15,000,000 in underwriting subscriptions had been obtained the option was to be exercised and the development plans carried out.

The company acted as trustee for the project in this way, Lewis alleges, until February 8, 1923, when it threw up the undertaking without notice to the plaintiff and told the underwriters they could get their money back.

T. J. Silva and Mrs. M. Faria, a native of Azores Islands, aged 60 years 10 months 23 days.

THOMPSON—In this city, February 14, 1924, Harold George Thompson, dearly beloved son of George and the late Ellen Louise Thompson and loving step-brother of Harold Fitzgerald, a native of Woodside, San Mateo county, California, aged 24 years. A member of Mt. Moriah Lodge No. 44, F. & A. M., and Napa Parlor No. 62, N. S. G. W.

THOMPSON—In Emeryville, February 14, 1924, Clara S., wife of the late Isaac H. Thompson and aunt of Mrs. Anthony H. Ilichan, a native of Maine, aged 79 years.

FUNERAL DIRECTORS

J. C. O'CONNOR CO.

Funeral Directors

MOVED TO OUR NEW BUILDING.

Examiner Prize House Being Constructed at Palos Verdes

THE Examiner First Prize House, designed by Lefler B. Miller and awarded the grand prize in The Examiner's recent contest, is rapidly nearing completion on lot 1621-1, Palos Verdes, at the intersection of Via Pinale and Via Campesina.

It will be remembered that the Los Angeles Examiner inaugurated its contest for beautiful home planning at a time when the rush of getting building done to catch up with demand had a tendency to possibly slight the architectural attractiveness which might be wrought into a home.

The Examiner presented its contest to encourage the building of more beautiful architectural creations in small homes.

The contest was limited to houses costing not more than $7000. The Palos Verdes Art Jury considered the standard of the prize winners in the contest so high that the jury approved of them as the kind of architecture appropriate to Southern California, and particularly so for Palos Verdes City.

The Examiner Prize House overlooks Malaga Cove, has a walled private garden, with a fountain, service yard, not only a dining room and breakfast nook, but a dining terrace—a walled patio with wall fountain, the living room, sun room and one of its bedrooms looking into it.

It will be remembered, also, that the $500 prize contest for excellent designs for small houses costing not over $5000 of the Santa Barbara Community Arts Association also produced a high standard of designs and twenty-two of these were approved by the Palos Verdes Art Jury as suitable architecture for Palos Verdes City construction. The first prize was awarded to W. L. Moody of Santa Monica in this contest.

Henry Clarke, director of sales of Palos Verdes, announces that the community's Estates Mortgage and Building Company, in forty six days, between December 21, 1923, and February 5, 1924, obtained ample funds to begin operations.

The Estates Mortgage and Building Company of Palos Verdes, was incorporated, with a capital of $1,000,000, under the laws of the State of California, December 21, its capital stock divided into 100,000 shares of 7 per cent accumulative preferred at $10 par value each, and 100,000 shares of no par value common stock.

It was headed by Dwight Whiting Jonathan Dodge, J. L. Williams and Col. John C. Low.

On January 18, 1924, the first issue of $500,000 worth of first preferred 7 per cent stock was offered.

In his letter to subscribers, dated December 26, Jay Lawyer, general manager of Palos Verdes community, presented the purpose of the Estates Mortgage and Building Company as a service to many of the 2500 owners of Palos Verdes home estates who are anxious to build but need loans to finance their homes, the company making it possible to secure loans promptly and at reasonable rates.

Mr. Lawyer pointed out the advantages of having a distinctly Palos Verdes mortgage and building company.

"The company," he said, "is conceived in a spirit of co-operation and I earnestly hope that the Palos Verdes subscribers and owners, who have already demonstrated their ability to co-operate, will show by their support of this new and much-needed enterprise that the spirit of co-operation is as strong in us as it ever was."

The Estates Mortgage and Building Company functions, at the present time, in the five following ways: supplies money, up to certain legal limits, for the building of homes, apartments, hotels and business blocks in Palos Verdes city; builds homes for property owners, according to owner's plans on lot he selects; gives free advice on best way to finance a home in Palos Verdes; helps, without charge, with financial details of contracts for building; gives, without cost, helpful information and advice about home-building. It was created for the sole purpose of serving Palos Verdes investors.

"There is a tremendous momentum behind the new city," said Henry Clarke. "Total investments by underwriters and property owners have reached the huge total of $8,950,000. Millions are going into improvements—a million and a quarter during the year of 1924—last year a million. Building in the three business plazas is soon to begin. The $450,000 all-grass golf course opens soon. Gas, electricity, water and telephone service are now available.

"Up to the time of incorporating the Estates Mortgage and Building Company we concentrated upon one objective—the preparation of Palos Verdes community for home builders—the designing, planning, engineering and construction.

"From December 26, 1923, the most important factor we have considered, and will continue to consider, is the building of homes for those who have signified their intention to enjoy the full residential protections of Palos Verdes for their permanent family homes."

There are several homes, besides The Examiner's prize home, nearing completion. Others are under construction and many homes are in the course of plans and the near future will see dozens being built.

The bungalow home of G. H. Roenor, now under construction, has a low pitched Spanish type of simplicity for its attractive feature. Designed by Architect Henry F. Withey.

The R. F. Brownell multiple dwelling, designed by Weber, Staunton & Spaulding, with front entrances on various levels, is reminiscent of an Italian hillside home.

The home of Rudolph Scnipkowsky, designed by A. McSweeney for the Small House Plan Service, under the Architects' Club is another fine example of a small, livable home of beauty.

Carlton M. Winslow has designed a model two-story dwelling for Mrs. Henry Clarke in which a careful arrangement of rooms has been made with regard to the remarkable panorama of mountains, ocean and plains.

The light colored plaster home, for H. H. Towle, designed by W. L. Risley, using brick walks of red and light green shutters, is particularly ideal for cheerful colorings of Palos Verdes city.

J. F. Dawson has created a mission court home in which the padres might have walked—bringing a quaint, peaceful charm exceptionally homey. Kirtland Cutter, an architect of Long Beach, was responsible for the designing.

The hillside home of Col. John C. Low, designed by Roth & Parker, architects of Hollywood, is reminiscent of Spanish architecture—with vari-colored roof, numerous balconies, terraces, native stone fashioned into walks, garden fountains, etc.

F. L. Olmsted Point... Palos Ver...

1744

Los Angeles, Cal., ...
MARCH 6, 1924

According to Frederick Law Olmsted of Olmsted Brothers, America's foremost landscape engineers the community of Palos Verde offers an assurance of stability an permanence such as no residenti area near a metropolitan center h had since the rapid flux and shi and uncertainty of modern develo ments set in.

He says:

"Palos Verdes stands head a shoulders above any other great r idential community in these spects:

"It has a more complete, s tematic and liberal provision fr the start for parks, playgrou school sites and parkways than an other, including its entire wonder ful ocean shore of four and one-hal miles in length on the present trac alone.

"The topography, in combinatio with the street layout, gives an ex traordinary opportunity for perma nently unobstructed ocean view even from relatively small lots, ove the slopes below.

"The administrative and legal ma chinery for assuring that public an private improvements and the maintenance shall always be goo of their kind, harmonious in charac ter and up to the standard whic the people of the community real want, is better than has ever bee set up elsewhere.

"The self-contained situation the tract, on the island of hills ne the ocean, safe from encroachme by any possible developments of adverse sort, surrounding it, in com bination with the above facts, giv an assurance of stability and per manence to the character of the community such as no residential area near a metropolitan center has

Examin... Verdes... public.

PALOS VERDE A... NEARS COMPL...

1744

With a comprehensive ... tem rapidly nearing comp... and electricity distributiv... under construction, a g... laid out and business pla... for the erection of buil... Palos Verde Estates sit... tween Redondo Beach ... l'edro is materializing int... community and is on a sou... cial basis today according ... announcement of Jay Law... ager.

Manager Lawyer's state... made to set at rest reports ... Palos Verde enterprise, co... 3200 acres of land, was co... the acquisition of an additi... 800 acres on which an op... taken at the time the origi... tract was promised.

Frank ... banker, i... a costly ... on the P... announce... estates w... dicate of ... derlip.

SAN PEDRO, CA... MARC...

The ...

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While Lew... factor in t... of the syndi... option and ... through long ... forget that ... and enthusi... known pron... the money ... the first sub... ranch that ... San Pedro.

It is true ... the 3200 acr... the syndicat... San Pedro, b... with the su... be expected ... Vanderlip a... will continu... that more o... eastern slo... divided soon ...

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Mr. Vanderlip and his associates are apparently sitting ... fortunat... still in ...

Los Angeles, C...

FEB. 29, ...

1744

See ...

Seeing the ... hours of several ... a far-flung line ...

and Venice, along ... ined for a beach ... beach line—splendid hotels, apartment ... houses, cafes, and bungalows on the sands ... board walks and cement walks, and sho... dance halls and swimming pavilions and n... novelty shows and hotdog stands and po... beach bathing and bathers—and—and—o... to make a delightful holiday for you all!

The Illustrated Daily News Flying Certificate

This c... holder to ... plane sig... Angeles ... Airport, ... avenues, ... 1924.

nauts of speed looked ant-like from the cockpit of the Rogers Airport planes, and many who used the Illustrated Daily News coupon commented on the novelty they experi-

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DISAPP... FORMER ... GIRL A M...

1744

No Trace of M... Former Employ... of A. Lev...

MISSING SINCE ...

Relatives Heart-br... Spreads Throu... State and ...

Authorities through... and even the nation ... search for Miss Marge... 34, former secretary ... A. Levy Inc., who d... Redondo Beach in ... search has been kep... that time but so far ... woman has been fou... has been extended.

Many Oxnarders ... Miss Boyd. She was ...

FORMER ... GIRL DI... SIGHT

No Trace of Her Since Last November.

1744

Redondo Beach Advance 3-11-24

PALOS VERDES PR...

The Palos Verdes Es... now rapidly materializi... ocean front between Re... and San Pedro as a mod... ity site, will be confined ... inal 3200 acres purcha... Vanderlip-Stillman syn... announced Wednesday ... yer, general manager o...

The Palos Verdes Es... was given an option t... balance of the acreage ... terms when the first ... made. This option ex... after the management ... ded that the acqu...

Los Angeles, Cal., Herald
FEB. 23, 1924

TELL NEEDS OF REAL ESTATE FUTURE

By JAY LAWYER
Head of the Palos Verdes Project

I believe this city's outstanding need, so far as real estate development goes, is to dramatize this community as including the entire Southwest's demands in the future.

"Our people, our industries, our public utilities, our financial institutions must realize that enormous population growth is forcing the future nearer to us than we had planned. We need, right now, shoulder-to-shoulder neighborly action in behalf of basic industrialism and make Los Angeles the hub and market place for the entire territory from the Mexican border to Salt Lake city.

"Basic industrialism means those industries which are economically right, advantageous to this community and which are primary industries, such as wool, cotton, copper, steel and shoe industries and have secondary industries to supplement them.

WATCH FACTORIES

"We must not confuse shops of one or two men with factories, or include such essentials to the community as creameries or gas and electrical plants as industries, or encourage the settling of manufacturing establishments which do not seem to court success in a large way in this economic environment.

"If it is true that everyone is coming here who can get here, when they can escape the disadvantages of mid-west and east, then there must be considerable dissatisfaction back there. The problem of the southwest is not the problem of the congested, massed districts in the original colonies, which developed when our civilization in this country was along the seaboard, clustered about ports to Europe, and the problem of the

Los Angeles, Cal., Times
JAN. 6, 1924

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...ow Talks to ...ty Board On ...rbor Projects

...ues and current ...ished the theme ...ss which Harbor ...an Ludlow de- ...before the Realty ...regular weekly

...ot essentially an ...Mr. Ludlow de- ...city of business, ...l residences."

... on that state- ...went on to show ...would continue to ... industries would ... to Wilmington ...aterfront levels, ...ro would eventu- ...e as the head- ...dministrative di- ...fairs. He classi- ...Verdes hills as ...tial district of a

...or land at the ... reached in but ...rty," Mr. Ludlow ... is the water- ...which has been ...square-foot rate ...on of land-

tion which came as a result of the oil exporting boom when it first began. This rate will continue as an accepted figure for years to come, but will eventually go higher."

Values of land away from the waterfront will continue to increase, Mr. Ludlow stated. The assertion was based on increases in population and economic judgments resulting from a close scrutiny of resources, present industry and future indications.

Harbor Boulevard Extension.

In telling of present harbor projects which bear materially upon San Pedro interest, Mr. Ludlow told of the plans which exist for the extension of Harbor boulevard, to ultimately form a junction with the viaduct now being constructed from Fifteenth street to Municipal Pier No. 1.

This extension will be completed, according to Mr. Ludlow's estimate, in October or November of this year.

The matter hinges at present on negotiations being made with the

(Continued on page 3)

18
...B. 20, 1924

...ow Talks to ...ty Board On ...rbor Projects

...ues and current ...ished the theme ...ss which Harbor ...an Ludlow de- ...before the Realty ...regular weekly

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... on that state- ...went on to show ...would continue to ... industries would ... to Wilmington ...aterfront levels, ...ro would eventu- ...e as the head- ...dministrative di- ...fairs. He classi- ...Verdes hills as ...tial district of a

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...matter hinges at present on ...tions being made with the

Continued on page 3)

...L. LE... ...GAO.

...wis ...gnation, he ...com- ...d and the company, one month ...r gave up the project.

...ewis alleges he spent $1,000,000 ...dvertising and that he was ...aged $5,000,000 by the failure ...he company to collect deferred ...ments.

...Many Long Beach persons are ...rested financially in the Palos ...des development.

...D TO ...S PACT

...5 Millions

...fits Asks $17,471,900 ... Plus Interest

...erwriting subscriptions had ... obtained the option was to ...ercised and development pro- ...d with.

...e company acted as such ...ee, he declares, until February ...923, and then threw up the ...ect without notice to Lewis. ...ewis says he was to receive ...per cent of all registered sub- ...iptions and cash proceeds, and ... per cent of the net profits after ... obligations had been satisfied, ...r his services in mapping, pro- ...moting and advertising the pro- ...ect.

The suit was drawn and filed by Attorneys Thomas Fauntleroy, Edwin A. Meserve and Paul McPherson.

...T IN SUIT

...pany Failed to Carry ... Pact

... cent from February, 1923, ...gainst the Title Insurance ...mpany failed to carry out ...d subdivision of the Palos ... in net profits, and the ...te.

...00 had been secured. It ...ave been obligatory, as he ...t, he said, if $5,000,000 in ...d actually been paid in, but ...time only about $1,300,000 ...y was in hand. He further ...hat the company never an-

... that it would exercise the ...ut that, on or about Jan- ... 1923, it announced that it ...ot do so.

... Allen, Jr., president of the ...surance and Trust Com- ...uld not be reached last ... O. P. Clark, secretary- ...r of the institution, said ... did not "believe that any ...f our company should make ...tement whatsoever about it ... present time."

Los Angeles, Cal., Times
FEB. 17, 1924

...on and ...arter for ...Construction

...atively estimated by ...uthority, it is believed that more than $1,250,000 will be expended in improvements during the coming year by the Palos Verdes Estates for the construction of numerous thoroughfares, water systems, golf courses and other residential features. In keeping with its large resources, totaling more than $17,000,000, the Palos Verdes development is proceeding on a big scale.

The estates do not borrow ... to make im- ...e financial aid ...by the 4000 un- ...ners who have ...s available for ...during the last ...wenty miles of ...nues were built ... miles of four- ...ains installed.

... business plazas ...alaga Cove, Lu- ...almonte district ...ted under the ...esident staff of ... engineers and ...ho are handling ...t plans for the ...led men are in ... Brothers, and ...by Myron Hunt, ... Robert Far-

BREEZE 198
...EB. 13, 1924

...ry Is ...Speaker ...sa Beach

... analogy be- ...man regarded ... to carry the ... H. T .Cory, ...he Palos Ver- ...day delivered ...uncheon club ...each Chamber

...fiy, Mr. Cory ...imental effect ...man resulting ...gested areas, ... need of so- ...al anti-toxins" ...lf and kindred ...n incentive to ...the remainde... ...ices to be he... ...Bowl will fo... ...open sky, at ... A concert s... Concert ... Gabriel. Mission Play... ...ATALINA...

...had been ob- ...vices as pro- ...ive 5 per cent ...scriptions and ...all obligations ... said.

...t on the con- ...of $35,000,000 ...received, that ...$1,000,000 in ...he sustained ...0 because of ...re to collect ...payments. ...o has been ...for the title ...contract ...he trust ... it should ...n $15,000,-

...ense ...3200 ...the ... is ...able ...s of ...llars ...ents ...onal ...and ...cted. ...sure ...illed. ...golf ...and ...rdes ...sers ...total ...harge ...erests ...pecial ...Palos ...ncial ...vail-

...s as pro- ...5 per cent ...tions and ...bligations ...aid. ...n the con- ...$35,000,000 ...ived, that ...000,000 in ...e sustained ... because of ...e to collect ... payments. ... has been ...for the title ...t the con- ...l with the ...er or not it ...option whe... ...secured ...

...irses ...structed

(By The Associated Press)

LOS ANGELES, Feb. 14.—Golf is in the throes of a building boom in Southern California with new courses under way or planned at Arrowhead, Saugus, Chino, Santa Monica, Palos Verdes, Ojai, Santa Ana, Lake Forest, Big Bear lake, Little Lake, Girard Glendale, several Ventura boulevard and one in Los Angeles city

...plazas wh... ...of noted ...

"A resi... ...gineers a... ...headed b... ...an art j... Hunt, D. ... Farquhar, ... Angeles, ... forward t... ...ment plan... to excel a... ...tective res... ...manently ...

"Palos V... ...for road ... ...nursery, v... ...sands of ... ...shrubs are ... ...tricity are ... ...phone serv...

"Nowhere ... ...dential cit... ...portions ar... ...ated, with ... ...available a... ...men and w... ...selected sit...

"Investm... ...underwrite... ...home and ... ...have reach...

"Palos ... ...permanenc... ...grams do ... ...rived from ...

...le for im- ...nt is inde- ...ha than one ...trended for ...ra this year's ...is and one- ...nires. ...w large re- ...te velopment ...ro ...ge scale. ...of Lands and ...th ...ructed. ...ner system ...teen-inch ...distributive ...such mains ...n ...hpionship ...veen con- ...ng seeded. ...ub build- ...y $40,000 ...ompleted ...d build- ...laced at ... open to ... of Palos ...did busi- ...in Malaga ...l the Val- ...ted. Con- ...in these

...had been ob- ...vices as pro- ...ive 5 per cent ...scriptions and ...all obligations ... said.

...t on the con- ...of $35,000,000 ...received, that ...$1,000,000 in ...he sustained ...0 because of ...re to collect ...payments. ...o has been ...for the title ...contract ...he trust ... it should ...n $15,000,-

...ith later ...he project ...his compla... ...tal of $... ...ions was ...t more t... ...sing and th... ...0,000 by t... ...ny to colle... ... payments. ... has mar... ...undertakir... ...n from t... ...st night th... The estates do not borrow

LOS ANGELES, CAL.,
ILLUSTRATED DAILY NEWS
FEB. 19, 1924

...al., Express

...000 in ...ge Suit

...t sum ever ... courts Ed- ...r, demanded ...n a suit on ... court. He ...nt, the Title ...mpany, with

...was asserted ...rry out an ...who declared ... contract for ...004 acres of ... Rancho Los ...0,000. Lewis ...d when $15,- ...ng subscrip- ...ed on the op-

...e successfully ... but that the ...d to turn the

...USINESS ...OR PALOS PLANNED

... the third business ...Verdes, will start ... first stores with- ... according to an- ... by Jay Lawyer, ... Palos Verdes, yes-

... will be conven- ...men, executives ...l workers in the ...ich, Torrance, San ...

... third plaza, now ...is business center ...ropolitan Los An- ...r the plain where ...ches towards her ...rbor to the Sierra Madre mountains. On the sloping terrain to the ...st a full view of Long Beach and ...e harbor; to the west, the new ...los Verdes 18-hole golf course, ...alaga Cove district, and the sea- ...each sweep along Redondo to Santa ...onica. In the foreground of Val- ...onte Plaza, Lomita, Torrance and ...Wilmington.

Valmonte's center will be arcaded ...n four sides, the finer exclusive shops of the residential neighborhood facing the arcaded sides. Oil-filling stations, garages and less desirable commercial establishments retained to the side streets. The cen-

...ornia is ... ...nomies of brick. The ...unity of the great pub- ...ces.

...Californians every-

...me/

Subdivisions and Subdividers

The Janss Investment Company's 1924 program of improvements for Westwood provides for the installation of 120 miles of curbs and sidewalks, the laying of sixty miles of streets, three miles of storm drains and the removing of 1,000,000 yards of earth. The completion of this work will provide employment for hundreds of men. The firm announces the opening today of Prosperity Unit, extending from Wilshire Boulevard to Santa Monica Boulevard.

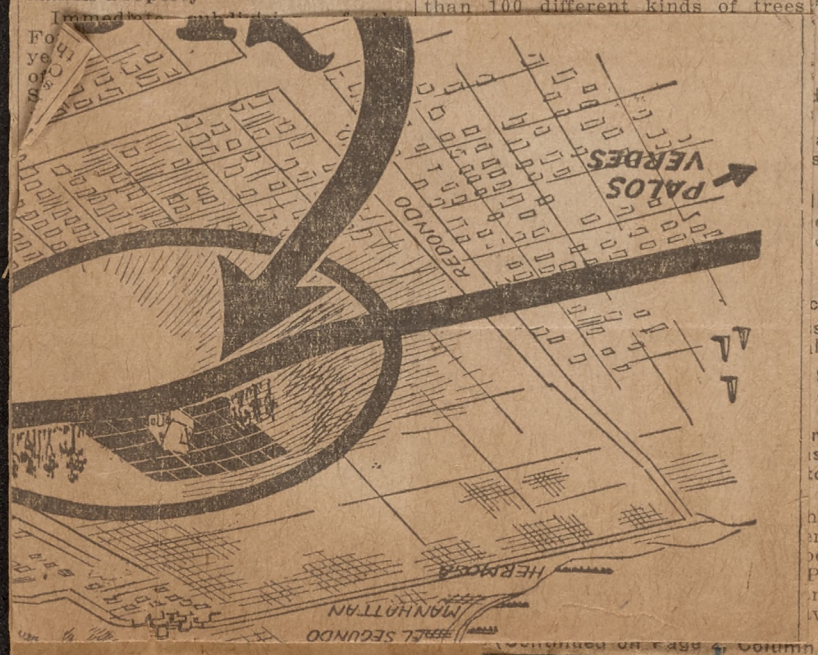
Ranch Property

Immedi... ...subdivi... ...For... ...ye... ...of... ...S...

...sale today, according to the Cline-Smith-English Corporation. The improvement of the subdivision will open several new cross-streets between Wilshire and Pico boulevards and will aid materially in the development of the district. Restriction will be appropriate.

Half Million Plants

James F. Lawson, director of design at Palos Verdes Estates, announced yesterday that more than 500,000 plants will be used for landscaping the community. More than 100 different kinds of trees



(Continued on Page 2, Column 2)

Rail Questions.

...waterfront controlled by the ...n the outer harbor under ...er Harbor Dock & Wharf ...y will revert to the city ...n years, and not until then ...ge-scale development take

...suit is against the ... Trust Company of ... for a total of $17,-

...ell known locally, ...omoter of the Palos ...odivision and it is ...h the handling of ... the suit is filed. Ac- ...complaint the trust ... carry out an agree- ...garding the exercise ...he rancho.

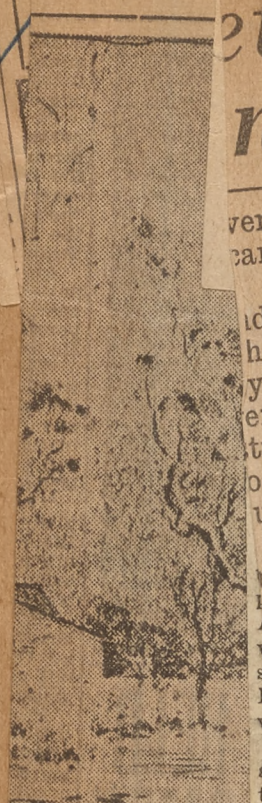
1744

(By The Associated Press)

LOS ANGELES, Feb. 14.—Golf is in the throes of a building boom in Southern California with new courses under way or planned at Arrowhead, Saugus, Chino, Santa Monica, Palos Verdes, Ojai, Santa Ana, Lake Forest, Big Bear lake, Little Lake, Girard Glendale, several Ventura boulevard and one in Los Angeles city

Los Angeles, Cal. Examiner
MARCH 30, 1924

LOS V...



...ey
...nDAY!

...ditions. Count five occu-
...hich is above the average,
...or 175,000 people.
...Los Angeles population was
...0 housing is for not only
...he whole ten-mile radius.
...does not take into account
...upon which no one is ex-

...owth in area in 1923 was
...L and NORMAL growth,
...a DEMAND. The great
...ch were "created" in 1923
...been bought by people who
...were doing and who are
...they bought, see either a
...site or a profitable invest-

...quation.

WAS A TIME IN THE
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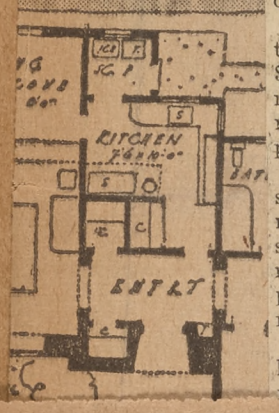
N THERE IS TODAY.
AS A BETTER DAY T
ODAY.



PAGE FOUR

THE ONLY

IN the entire harbor distr
line from Seal Beach to
to include Torrance and Co
the 150-foot level is Signal
San Pedro. Signal Hill, now
is out of consideration for residence purposes
The combined population inside the l
now a quarter of a million and must
next dozen years if not before. The
which inevitably sprung up around
makes an insatiable demand for ho
creasing with growth and progress.
miles of new streets, lined by new
and ever higher into the Palos Verdes
one above the fogs of the bay, and
section along the waterfront, is fated
this great city beyond all peradventu
yet in its infancy.

Even Southern Californians hav
possibilities because of its inaccesibil
improved roads. Now that this is
beginning to feel what is yet only th
which is to bear San Pedro along
destiny.

Los Angeles, Cal. Examiner
APRIL 1, 1924

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BY
Director Palos Verdes, new city

THE More than $350,000 has a
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We...ile road system of the
a morn...erdes Estates, and work is
sion on...ished more rapidly than
at the wards its completion.
sador H...Arrival of another steam s...
c o n t ...ist week which is already at
through the Douglas cut will speed
day. ...sk of finishing the shore
...Cove and

Angeles, Cal. Examiner
...RIL 13, 1924

...mment

...mouth shut I'd
...out it: I know
...ink that silence
...PERIENCE

Los Angeles, Cal., Times
APRIL 6, 1924

...Match, $41.5C
...port, $77.5
...he splendid Spring
...d all through our
...eport has full we
...spring filled seat cl
...nd in plain taupe

...s for $217.00
...Match, $69.50

...been excavated alo
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...Under the directio
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Wilshire Detour
Is Eliminat

THE great benefits tha
accrue to the city, as
to property owners,
the proposed widening and
fying of Wilshire Boulev
plainly manifested through
opening of that importan
way from Fairfax avenue
Beverly Hills limits, it is felt
those interested in that moveme

At the time the improvement
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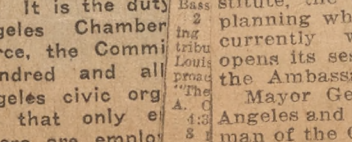

...Los Angeles, Cal., Times
APRIL 7, 1924

CLOUDBURST ON SAN PEDR... SIDE OF HI...

Roads Mired Beyond ... Palos Verdes Estat... By Downpour

MANY SLEEP IN C...

Thunder, Lightning ... Hail Make Unique April "Shower"

Scores of motorists were stalled in the Palos Verdes hills towards San Pedro yesterday afternoon, and many could not get out all night on account of the darkness and sticky mud in the vicinity of Portuguese Bend. Of course, there was no trouble on the high ly improved roads through the Palos Verdes estates. The trouble began on the adobe road along the cliffs that is used by market gardeners to take their vege- tables to San Pedro.

Motorcycle Offic...

...ey, in truth, put many men ...ven
...uch as 15 years younger in the
... in spryness and spirit.
... the two, Speaker, badger-grey,
...fle stooped about the shoulders,
... much older than the straight as
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...on Cobb, in truth, is revealed
... he bares his head. He is bald
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...bb is getting ready for his 20th
...eague season as a player. This
...be Speaker's 17th season. They
both marvels of seemingly inex-
...tible stamina and tissues.
...t there are quite a number of
...timers who are not so sure that
...nd Tris are only as old as they
...iselves and the record books say.
...e old-timers ruminate, and say
...how the thought persists, though
encore letters sent to ...

Mrs. Chauvenet will a... treat to listeners by sing... well known favorite melodie... as an operatic pastorale wit... obligato sung for the first time... posed by Signor Orfeo.

Mr. de Chauvenet, organist ... nist, who has been giving daily organ recitals at Trinity auditorium since February 1, and who introduced for the first time the novelty of playing the pipe organ and cornet at the same time will duplicate this innovation on the air tonight playing the cornet and ...

Pomona, Cal., Bulletin
APRIL 10, 1924

FACES SEA AT PALOS VERDES

...sidence for Mrs. Henry Clarke, on site overlooking the ocean at Palos Verdes. Carleton Monroe Winslow, architect.

Plans have been prepared by Carleton Monroe Winslow for a nine-room house of Spanish design to be erected by Mrs. Henry Clarke in the Clubhouse section of Malaga Cove on the Palos Verdes Estates.

The location of the house is on the edge of one of the 200-foot terraces on the hill slopes and commands a magnificent view of the ocean and shore line to the north, and the fullest advantage of the scenic properties of the site have been taken in the design of the house.

Bids have been asked for on the construction of the house and work will commence immediately upon the awarding of the contract. Especial interest attaches to the building of the Clarke home, for it is the first to be constructed at Palos Verdes on a site on the edge of one of the great terraces, and will emphasize the unusual scenic advantages of such a location.

Los Angeles, Cal., Times
APRIL 6, 1924

SESSIONS START T...

Sixteenth Convention of City Pla... Ambassador This W...

The sixteenth National City Planning C... city of Los Angeles, city of Pasadena, city o... Los Angeles, Los Angeles Chamber of Com... Realty Board are hosts, will open its formal se... tomorrow morning with registration of deleg... country. The City Planning commissioners a... the East were joined yesterday by delegates ... reached Los Angeles this morning. A large atten... tering from Northern California, Oregon and Wash...

The Los Angeles City ... Convention is the first ... west of Kansas City, ap... to Los Angeles largely ... of the rapid progress m... in city and regional pl... sessions of the conferen... to the public.

INSTITUTE MEE...

The National City P... stitute, the technical b... planning which usually ... currently with the ... opens its session this ... the Ambassador Hotel ...

Mayor George E. C... Angeles and R. F. McCl... man of the County Boa... visors, will formally ... ity planners at a lun... noon at the Ambas... event will be pre... ...ial registration of lo... ...ates and by the ... the sessions ...

sixth session ... Conference of ... Ambassador Hot... subject of "The Importance of Setting Up Art Juries in Real Estate Restrictions."

The morning meeting included an address on the relation of motor but to other methods of transportation, delivered by George A. Damon of Pasadena. Grade crossing elimination was discussed by David Faries, special counsel, Automobile Club of Southern California.

"NATION PLAN" TOLD

In the afternoon, following a series of three-minute reports from city planning commissions and a general discussion led by Hugh R. Pomeroy, secretary of Los Angeles Planning Commission, a "Nation Plan" was explained by Cyrus Kehr of Washington, D. C.

"The Importance of Municipal Art Commissions With Veto Power," by Andrew Wright Crawford, Philadelphia, opened the evening session.

"Two remedies to raise this 8 per cent average of presentable buildings are that all new buildings be restricted to approval by permanent art juries; and less effective, that all building plans presented to the city building inspector for ratification be also passed on by a city art jury, whose powers would be advisory only, relying on the co-operation of builders to make its work effective.

PRACTICAL REMEDY

UNDERWOOD BLAMES

...Compton that would pre-
...any railroad or pipeline
...en Los Angeles and the
... without the consent of
...ty Council of Long Beach
...nevitable. Efforts on the
... of civic leaders of Los
...les to effect a compromise
...n Long Beach proved fu-
... just as The Daily Pilot
...ted out they would be when
... conferences were called.
...os Angeles does not under-
...d the spirit of Long Beach.
...e real estate and oil boom
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...oster of that city that
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Los Angeles, Cal., Times
MARCH 9, 1924

Subdivisions and Subdividers

Announcement was made yesterday that practically all of the lots in View tract in the Baldwin Hills district offered for sale yesterday, have been sold. C. E. Culberson, an official of the Los Angeles Investment Company, which is subdividing the property, states that the last unit comprised an area of fifty acres, divided into 224 lots, each having a frontage of sixty feet. He places the total value of the lots at $1,500,000.

View tract is located at the southwest corner of Mesa Drive and Forty-eighth street, and includes choice sites on hills. The tract is already graded and terraced, and will have sidewalks, curbs and public utilities installed soon. The year 1923 was the most prosperous one in the history of the company, according to Mr. Culberson. A total of $4,376,240 was involved in the sale of houses and lots. This record nearly doubles that for 1922. During the year the firm subdivided 252 acres of land into homesites and sold 619 houses. A 92 per cent increase over 1922 in the amount of cement curbing laid by the company in its tracts and an 85 per cent increase in the amount of sidewalks laid was made.

—o—

Elsinore Property

One of the largest real estate syndicate operations in the State, with the Lake Elsinore district as its setting, is being undertaken by the Elsinore Land Trusts, a company with which is identified the same men who fostered the Southern California Athletic and Country Club. The firm, which has acquired more than 9000 acres surrounding Lake Elsinore, has divided its holdings into four separate syndicates, each containing approximately 2000 acres, and each organized as a trust estate. The Southern California Athletic and Country Club plans to expend more than $1,000,000 for a clubhouse, golf links, polo grounds and water sport facilities on their property adjoining the lake. Country club estates, mountain cabin sites, three, five and ten-acre farms and tracts for independent subdivisions are the four classes of holdings. Coincident with the organization of the Elsinore Land Trusts comes the formation of the Ladera Irrigation District, which will extend the distribution of water over a large area near Lake Elsinore.

—o—

Palos Verdes News

The Estates Mortgage and Building Company of Palos Verdes City reports that the firm obtained funds to begin operations in

is within a short distance of the mission bells at San Gabriel. Water, gas and electricity have been installed and remaining improvements are being rushed to completion.

—o—

Public Exhibit

An attractive display of architectural drawings of hillside homes designed by several of the leading architects of Southern California has been arranged for by S. H. Woodruff of Hollywood. This exhibit, which opens today, will be held in the home of Mrs. M. A. Graham, 2725 North Beachwood Drive in Hollywood, and the public is invited to attend. In conjunction with the exhibit, J. F. Kanst, art collector and connoisseur of California paintings, will show a number of canvases by famous artists. The exhibit will continue for several weeks.

—o—

New Venice Tract

Preliminary operations are under way on the Washington Boulevard Beach Tract, located within three blocks of the surf in Venice and comprising 115 acres of land, it was announced yesterday by Strong and Dickinson. The tract is bisected by the proposed extension of Washington Boulevard, and the formal opening will be held the first week in April, Washington avenue, the main street of the tract, will be 100 feet wide and will be equipped with concrete electroliers. The subdividers plan to excavate an area of eighteen acres to form an artificial lake connected by canals with the ocean. All improvements are being rushed to completion.

—o—

Farm Advisor

Appointment of R. E. Nebbelund of Anaheim as farm advisor for the Happy Valley district, located between Corona and Riverside, was announced yesterday by the John P. Mills Organization, Inc. Mr. Nebbelund is to start work at once and it is expected that he will devote his entire time to the interests of settlers on lands in the district. He intends to classify each of the small farms into which the district is divided according to the crop it is best suited to produce and will advise property owners on all angles of farming.

Construction of a studio for Mark Daniels, landscape engineer, who has complete charge of landscape work on "The Riviera," will be started within several days. The studio will be erected on the tract and will become the workhouse of the engineer. The John A. Vaughan Corporation, subdividers of the property, have purchased a nursery and the trees and shrubbery will be transplanted to the tract.

—o—

Near Large

CAL.,
CH 15, 1924

Prize Small House, Public Exhibition

Palos Verdes Estates announces the Palos Verdes from the design Examiner's recent competition f than $7000. Above is shown th front of the house and below

The prize house is also near the new golf course, which has been seeded to grass, and where a $40,000 clubhouse is soon to be built.

NA-BELL HERALD
CH 18, 1924

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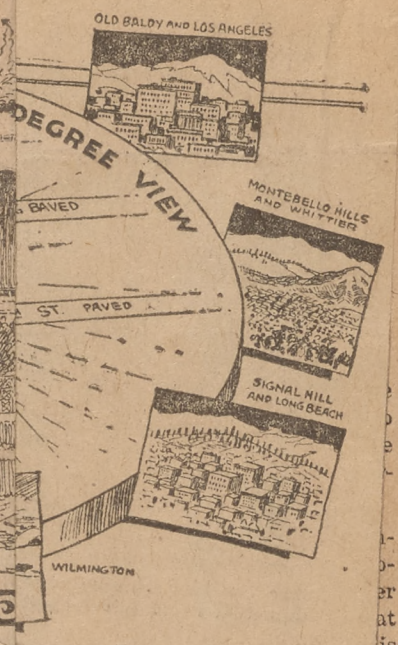

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27, 1924

MARCH 29, 1924

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Avocado Grove

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A determined effort is to be made
the Harbor District Chambers of
mmerce to clean up the district. All
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isances must go, if the intention of
solutions adopted are carried by the
communities represented in the or-
nization.

Endorse Swing-Johnson Bill

At the request of the Boulder Dam
ssociation, of which the Harbor
hambers is a member, resolutions
ere adopted affirming the position of
is body, endorsing without qualifica-
ons the passage by Congress of the
wing-Johnson bill. Appeals were
ade on behalf of this action by
embers of the organization, who
ted the need to reserve this last
urce of power and water supply for
e people rather than turn the bene-
s of the Colorado River over to pri-
ate interests.

Planning Commission Lauded

Hugh R. Pomeroy, secretary of the County Planning Commission, presented an enlightening report on the great need for parks and playgrounds. The report was unanimously endorsed and the Supervisors encouraged to take some action which will give to the county sources of recreation which are needed as economic and social assets.

Secretary Pomeroy was given a verbal bouquet for the excellent work he is doing in his present capacity, and for the success he attained in the last session of the legislature. It was pointed out that all of the new sanitary districts, three of which have been established during the past year, were made possible by the Pomeroy Bill No. 191.

Congratulations were extended to C. J. Colden upon his appointment as president of the Harbor Commission.

Captain L. Hansen of San Pedro was made a life member in the Harbor District Chambers of Commerce in appreciation of the excellent service he has rendered to the district through the organization.

The next regular meeting will be held at Inglewood, Thursday, April 10.

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idge in California; E. P. Cook,
istinction of being the youngest
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harles F. Cook, Long Beach jus-
here were also speeches by Judge
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nd headed by R. B. Funk, presi-
ent of the D. O. K. K. Club. A
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K. K. Club of Long Beach,
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t F. Heron, Thomas Andrews,
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n Mike Yakas, Nick Brotsis, Roy
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Los Angeles, [illegible]
APRIL 13, 1924

PARK NEEDS OF CITY EXPLAINED

Should Avoid Traffic Routes, Says Authority

1944

Mountains and Coast Areas Logical Locations

Careful Restrictions Should be Placed on Use

Future additions to the large metropolitan parks of Los Angeles should have their location largely determined by the mountains and the coast line, in the opinion of Frederick Law Olmsted of Olmsted Brothers, widely known landscape architects. In connection with his work in the planning of the Palos Verdes Estates, Mr. Olmsted has given much consideration to the park and highway problems of Los Angeles and vicinity, and many of his conclusions were embodied in a paper read last week before the national conference of city planners, which held its 1924 sessions at the Ambassador Hotel.

Large parks should not be placed where they will lie in the path of traffic routes, Mr. Olmsted pointed out, and cited the case of Central Park in New York City, which, for the sake of a central location, was placed in the path of traffic flow through the center of the Island of Manhattan and in the line of normal expansion of the most intensive growth of the city. The original proposition for a great park for New York City was to use a wooded tract fronting on the East River, and if this plan had been carried out it would have resulted in far less conflict between the park and other elements of the city plan.

"Other things being equal, water-front lands have exceptional values for metropolitan park purposes," Mr. Olmsted declared. "Any parcel of land which commands broad water views, over a suitable foreground is guaranteed in perpetuity a landscape quality of vast spaciousness which affords just the contrast needed with urban congestion.

HILLSIDE PARKS

"Hill slopes that give a spacious outlook, even though it is over the city, have, with proper foregrounds, very valuable character for park purposes. There are some such broad views to be had from the hills of Elysian Park and Griffith Park, from the great ranges of unoccupied hills and mountains in the midst of and on the borders of Los Angeles, which are inspiring and refreshing to an extraordinary degree. It is one of the most difficult problems in the range of park administration, however, to provide transportation facilities for the public so that they will be induced to use and benefit from the hillside park in large number.

CONTRAST NEEDED

"The justifying purpose of metropolitan parks is to give town-weary people, especially those who can seldom, if ever, get far away from the grind of the metropolis, the refreshment that we all know can be found in beautiful, open, 'natural' country. Even in a pleasant part of a big city there is generally a limitation of outlook, a shut-in feeling, which, with other tensions and strains of city life, tends to 'get on the nerves.' The best antidote is the sense of getting out of it in surroundings not merely agreeable in themselves, but contrasting as much as possible with these characteristic qualities of the city. Generally speaking, metropolitan parks are justified only in so far as they accomplish that sort of result and do it well.

"But, though the large park with its flank protected by the mountains or by a water front is in a safer strategic position, nothing but an enlightened and militant public opinion will protect it from the disposition of many people to regard it as so much vacant land to be used for any purpose that appeals to them as good in itself. The fact that the one great park area of Los Angeles, Griffith Park, occupies a mountain fastness did not prevent the city from slashing the high-tension pole line of its municipal electric system right across the skylines rather than pay the comparatively small price of going around."

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FOX STUDIO
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Los Angeles, Cal. Examiner
APRIL 24, 1924

PSYCHIC CA... GUIDE NAM...

Judge Declares Mrs. Ad... Danger of Becoming ... of Artful, Designing

Judge J. Perry W... ...este... ...ecurity Trust ... appoint... ...ank guardian of ... ...y of Mrs. Emma Ada... ...after a hearing on a petition ... guardianship brought by Mrs. L... M. Kinney, a relative of M... Adams.

Mrs. Kinney testified that M... Adams was mentally incompete... to handle her property; that s... was easily led; that she had ha... lucinations of communications wit... the spirit world, believing her dea... husband had communicated to he... the dates on which she and he... children should die; that she had ... turned over all her property to the ... School of Sacred Science and Ralph ... De Bit; that she had cut off all ... her relations with her former ... friends.

WARRANT ISSUED

When the hearing was called Mrs. Adams was not in court. A bench warrant was issued, and the bailiff found her at her home at North New Hampshire street. She readily agreed to come to court.

When called to the witness stand by Judge Wood, she stated that she turned over to the School of Sacred Science all her property, which consisted of her New Hampshire street home, $5000 in cash and a promissory note payable to her for $2200. She said, however, that since the guardianship had been instituted, Doctor De Bit had returned her all her property. She produced from her purse the note and the deed, and delivered them to the court. She declined to disclose the whereabouts of the $5000, simply saying "it was in a safe place," but at the close of the proceedings she agreed to turn this money over to the bank.

She said her plans for the future were to continue her studies in the school. She had given Doctor De Bit her property, she said, to build a large community school on a nine-acre tract which the school was buying at Palos Verdes. She said she intended to live in the school.

She said she had received communications from the spirit world through the means of the ouija board; that these messages came from her husband, who had been a student of the occult. She said she had never neglected her children and that she spent only a small portion of the day at her school. She stated that a Mrs. Parsons was now living with her and that Mrs. Parsons had left her husband and two small children in order to study the teachings of Doctor De Bit.

Los Angeles, Cal. Examiner
APRIL 27, 1924

GOLF CLUB AT... PALOS VERDES

Work commenced last week on the erection of the new golf clubhouse that the Palos Verdes Estates is building on the new eighteen-hole course just east of Malaga Cove. Planned on Spanish lines by Myron Hunt, David Allison and Robert Farquhar of the Palos Verdes Art Jury, the clubhouse will represent when completed a total expenditure of nearly $60,000.

Work on the preparation of ... links themselves has been in p... ress for some months under th... rection of William Bell, wi... known golf architect. Skillful ... has been made of the natural h... ards, and the plentiful water sup... available at Palos Verdes has m... possible an all-grass course.

It is planned to have the co... ready for play by July 1 and ... opening of the clubhouse is se... not more than thirty days late...

Few Southern California ... courses are located as close to ... ocean as the new Palos Ve... links, and it is said to resemb... many respects the famous ... Monte courses.

Los Angeles, Cal. E...
APRIL 27, 1924

EXTENSIO... WESTERI...

The grading contract ... tension of Western avenu... present terminus to the b... of the Palos Verdes Estate... this week by the Board o... visors to C. E. Crowley. Th... ing of the three and one-ha... will cost $45,601 and work ... commenced at once.

The work contracted for ... county will carry Western a... to the border of the Miraleste ... site of the Palos ... Through Miraleste, the Palos ... intention of commencing gr... operations coincident with the ... of the county on the 170-foot ... of-way they have set aside ... Western avenue where it ... through their property. Their ... will connect with Seventh aven... San Pedro and will provide a ... connection over that street t... Ocean boulevard.

The extension of Western av... will climb by easy grades, w... will nowhere exceed 5 per cen... the Miraleste summit, which ... mands a magnificent view ove... entire harbor district, and will ... vide a route to the harbor of de... ed scenic value as well as comm... cial importance.

Western Avenue To Extend to Ocean

With the grading for the extension of Western avenue from its present terminus to the boundaries of Miraleste townsite of the Palos Verdes Estates is to commence at once, the contract for the work having been let this week to C. E. Crowley by the board of supervisors, another important link in the highway system to the harbor district will soon be established.

Coincident with the commencement of the county work the Palos Verdes Estates have signified their intention of commencing grading operations on the 170-foot right-of-way it has set aside for Western avenue, where it passes through its property.

This will open a connection with Seventh avenue in San Pedro, and from that highway to the Ocean boulevard.

The county contract calls for three and one-half miles of grading at a cost of $45,601.

TAN... TS DEPUTY

...Begun

MOTIVE SIFTED IN DEATH OF WEALTHY MAN

Manufacturer Believed to Have Ended Life When Unable to Choose Between Girl, Religion

TAKES POISON IN HOTEL

School of Sacred Science Chief and Fiancee Blame Each Other Following Tragedy

BY CHANDLER SPRAGUE

Theodore G. Beaver, rich manufacturer, killed himself because he could not reconcile the two most important forces in his life. That is the inference drawn by officers in charge of the case from facts brought to light last night in the suicide of the wealthy manufacturer, who took poison yesterday morning in his room at a downtown hotel.

Beaver, according to Detective Lieutenants Stevens and Oker, had reached a mental crisis—a dilemma—with which he was unable to cope. He found himself forced to choose between his religion and the woman he loved. Unwilling to abandon either at the expense of the other, he abandoned both and sought the solution in ... death.

end of a desperate game.

For weeks it had been grimly played, as on a chessboard. A woman's love and loyalty battled against the malignant lure of mysticism, the invisible empire of the occult—and the pawn was Theodore Beaver.

Mysticism won in the lonely hours of midnight, and the pawn was swept from the board.

"I tried to get him away. I knew what was happening," Miss Evelyn Pelon, the dead man's fiancee, said yesterday, grief and bitterness mingled in her voice.

CALLS HIM INSANE

"He wasn't himself. He was insane. And I know who is to blame."

For weeks, she said, she had been

Tobey, Seattle.

GRAND HOTEL
TAYLOR NEAR MARKET
IN THE HEART OF
San Francisco
250 ROOMS
Every Room with a private bath
RATES $2.00 & $2.50
"NO UPS"
Extra person 50¢
Weekly Rates
GARAGE in Connection

Los Angeles Train ... meet all

Los Angeles, Cal. Examiner
APRIL 13, 1924

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APRIL 13, 1924

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far away.

Importance of Art Juries in Real Estate Restrictions

BY CHARLES H. CHENEY

(Paper before the Sixteenth National Conference on City Planning, April 8, 1924, at Los Angeles.)

CITY planning is a feature that does not insure an attractive as well as a good economical and social result.

Charles H. Cheney

Real estate developers begin to find this out many years ago, and a survey of the most successful real estate projects of the country will convince anyone that the care with which the architecture and design of improvements of all kinds is controlled is in direct relation to the steady increase in value of surrounding lots of the tract and of the permanent attractiveness, fame and success of the project.

The buying public welcome these protections also. The home owner likes to be sure his neighbors will be required to put up an attractive house, too.

In all real estate projects the profits of the promoters and developers are taken out only from the last half or last quarter of sales of the lots.

Returns from the first half or more of lots must be used for paying overhead, sales cost, engineering and street improvements, etc., in addition to the cost of the raw land.

Hence, it is very important to those financing the project to see that every care is exerted in the restrictions on the property and in their enforcement, that no buildings or structures shall go up which either because of their ugliness, inappropriateness or wrong color shall turn people away from buying the last part of the lots, from which profits come.

Failure to properly protect these points has been the cause of thousands of cases of loss or much impaired profits in tract development in recent years.

In Roland Park, Baltimore, the first distinguished success of the country was obtained in suburban development by establishing real estate restrictions that not only prescribed the usual setback lines, residential restrictions, minimum cost of buildings, etc., but also provided the two other essential features for success, namely, the establishment of a maintenance corporation with an annual tax on each lot, and the requirement of the approval of plans by a competent committee.

Even the color of paint on the houses has to be approved and reapproved if changed.

The result is one of the most marvelously attractive suburbs in America, where now over a thousand acres has been fully developed, and on some portions of which the restrictions have been in effect nearly thirty years—long enough to be fully tried out.

There is not a poorly designed building in the whole area of nearly two square miles, and the attractiveness of the neighborhood has made it the most important residential district of Baltimore, with a practically steady increase in land values, as well as in desirability and salability of lots. As a place to live in and enjoy the greatest amenities of life, Roland Park has become one of the world's outstanding examples.

Following the distinguished success of Roland Park, the model town of Forest Hills, Long Island, was developed with the same type of protective restrictions and careful scrutiny of all plans, and similar restrictions have been largely adopted in the Country Club district of Kansas City, at St. Francis Wood in San Francisco and at other points in the country in a lesser degree.

The ugliness and generally unattractiveness and jumbled appearance of most of our American cities is due almost entirely to the fact that probably less than 8 per cent of all our buildings in any city are designed by trained designers.

The city building inspector in Los Angeles says that here the percentage may run as high as 10 per cent or 12 per cent. Certainly in many cities that I have personal knowledge of, less than 5 per cent of the buildings are designed by trained men.

This is a strange situation, one that should and can be remedied. [illegible]

...nitely all designs for buildings and structures that are not up to a reasonable standard of attractiveness.

This is the best method, and to date it has been most completely perfected in the Palos Verdes Estates Development near Los Angeles, Calif., where an art jury with veto power has been given legal jurisdiction over the whole 3200 acres now under development.

In setting up its protective restrictions not only has the Palos Verdes project established a permanent maintenance association, in which every lot has one vote, and with power to tax in order to provide an upkeep fund, and required building permit to be secured as to structural safety for all buildings, public or private, but also it has made this art jury permanent and required that its approval must be obtained in writing as to the attractiveness and artistic merit of every building or structure on any part of the property.

Palos Verdes Art Jury is composed of three architects nominated by the Southern California Chapter of Architects, a city planner nominated by the American City Planning Institute, and three laymen, one of whom must be a local property owner and member of the Maintenance Association.

There is thus established a competent group, always on the job and adequately paid for their time, and they are provided with a sufficient budget by an endowment fund of $300,000 established by the project.

Any review of plans by a committee or art jury, a majority of whom are not trained designers, is likely to have poor results, as only trained designers can read drawings and interpret them sufficiently well to be sure of the outcome.

The requirement that the appointments to Palos Verdes Art Jury shall be controlled by certain competent societies is the greatest assurance of success possible.

It follows the precedent of most of the municipal art commissions, which have controlled nominations in the same way.

Many real estate restrictions today include the requirement that plans of all buildings constructed shall be approved in writing, but they break down in result because the reviewing is not done by competent men. Too much care cannot be taken by subdividers.

In fact, the common welfare really requires that all real estate restrictions should be submitted to the City Planning Commission along with the plat and that restrictions should be required by the city to adequately cover this point.

The second method for increasing generally the number of properly designed buildings, and hence the attractiveness of our cities is less effective and certain than having an absolute requirement as to approval by contractural understanding in deeds.

It is the method, as yet little known, but bound to be adopted in many cities in the next decade, namely, the requirement that all plans for private as well as public buildings submitted to the city building inspector for approval as to structural points shall also be reviewed and passed on by a city art jury as to whether they meet a reasonably high standard of design—one that will add to the attractiveness of the city or detract from it.

The art jury as to such private buildings would have advisory power only, but there can be no question that if plans were held up for a few days only, for such a review by a competent art jury, that practically all owners would abide by its findings if confined to reasonable bounds.

The small city of Lake Bluff, Illinois, is now trying out this method of requiring an artistic review of all plans submitted to the city, and is issuing a placard of approval for public display on the job when plans are satisfactory.

It will be recalled that the review of subdivision plans by City Planning Commissions in most States is advisory only, and depends for its effectiveness upon the opportunity thus afforded to call the attention of the subdivider to what should be done, both in his own interest and in the general public interest.

It seems likely that the same method can be very effectively pursued as to discouraging or weeding out the great number of poor designs for buildings, particularly if educational campaigns are carried on, at the same time showing designs that are worth while.

Instead of 10 per cent or less of our buildings being properly and attractively designed, we should be able in two years to increase this to 80 or 90 per cent, thus making a vast difference in the appearance, value and amenities of our city life.

Success will depend on the establ...ment of municipal art juries.

TIAL ANTIC MPLETE

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Plant Promised.

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...e first unit is estimated
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... blast furnace with a capa
...00 tons of pig iron daily; and
... by-product ovens for the mak-
... of coke. The completed plans
... for four blast furnaces of the
...e size, 200 by-product ovens,
... other units, the nature of
...ch is not yet divulged, perhaps
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...ed.

The plant will be built in four
...ps. Preliminaries for the first
...p are practically complete, and
... construction of bulkheads and
... driving of piling for the foun-
...tions for the big structures
...hich will rise north of the Long
...each turning basin will be under
...ay within a few weeks. Material
...r the plant itself will be reaching
...e site probably before the end of
...ly. This first unit must be in
...eration before January 9, 1926.

Silent on Second.

Gregory would not say that con-
...ruction of the second unit, at a
...st of $8,000,000, will be com-
...enced before step one is finished.
"We are not inviting mistakes,"
... said. "We want to test as we
... along. It may be concluded
...st to give the first unit a thor-
...gh trial before building the sec-
...nd; but the second will be built
...ecause there is a market for the
...roduct."

A market is present, also, for the
...roducts of steps three and four.
The Pacific Coast uses 2,000,000
...ons of steel yearly at this time.
Only about one-tenth of it is made
...n the West, and that from scrap
...iron or imported pig iron. Now
...population and demand have so far
...increased that it is feasible to es-
...tablish the basic industry, for the
...conversion of raw materials into
...pig iron.

The Long Beach furnaces will
...supply pig iron for all of the affil-
...iated plants. Somewhere in the
...South, there will also be located,
...other plants which will use Long
...Beach pig iron for the making of
...steel; and other plants which will
...use steel in its multitudinous forms

(Continued on Page 9.)

...ries ...strictions

...practically steady in-
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SAN PEDRO, CAL., PILOT 18
JUNE 2, 1924

SAN PEDRO, CAL., PILOT 18
JUNE 3, 1924

Permanant City Planning Board for San Pedro

By CHARLES F. JOHNSON

Everybody is talking about the plans of the Western Avenue Scenic Drive Association for the completion of Western avenue to White Point, on our ocean front. City and county authorities are discussing it. Property owners are weighing the effect upon the value of their property through which it passes. Owners on the connecting streets are making inquiries as to their connection with Western avenue. What streets will connect with it? When will it be finished?

Mayor Cryer has written the following letter:

CITY OF LOS ANGELES,
California
May 24, 1924

Mr. Charles F. Johnson,
Western Ave. Scenic Drive Ass'n
San Pedro, California.

Dear Mr. Johnson:

I have read with a great deal of interest of the plans of the Western Avenue Scenic Drive Association for the opening and paving of Western avenue from the city of Los Angeles to the ocean, and I hasten to give you my hearty endorsement of the undertaking.

The importance of our wonderful harbor cannot be too strongly emphasized. The cities of San Pedro and Wilmington have become the gateway for a very large portion of the commerce of the southwestern section of the United States, bringing thereby unmeasured benefit to the city of Los Angeles.

In order that this business shall continue to increase it is exceedingly important that there shall be opened up several additional avenues for the accommodation of the traffic from the city to the harbor.

Therefore, I trust that you and your associates, assisted by the Press, will continue your efforts until Western avenue becomes what I believe it should be,—the chief scenic and passenger route to the port.

Further, I take this occasion to assure you and all of our good friends that your efforts will have my hearty cooperation and support in the culmination and success of

ence on City Planning, which met recently in Los Angeles, after visiting Palos Verdes with a party of city planners, wrote to Mr. Jay Lawyer, of the Palos Verdes Estates, saying in part:

"Every member of the National City Planning Conference with whom I talked was most enthusiastic about Palos Verdes. They all seemed to feel that it marked a new departure in town building —that it is just the sort of place they would like to live in themselves. - - - Palos Verdes is an object lesson for the whole country and I assure you we warmly appreciate the opportunity you gave us of studying it."

This is the opportunity referred to by President Colden two years ago, when he said:

"Never before has a city been presented with such a wonderful opportunity as is now knocking at the door of San Pedro. - - - There is not the slightest doubt that for every dollar invested in San Pedro today in a city plan it will within a few years reward the citizenship of this community multiplied by ten."

Los Angeles, Cal., Herald
JUNE 11, 1924

SAN CLEMENTE EVENT DRAWS 21 ENTRIES

Palos Verdes Offers Trophy for Three Classes Over 124-Mile Course

By FOX CASE

Another Bermuda race will be held on the Atlantic coast this year and another Honolulu race will be billed for the Pacific coast in 1925, but the longest sailing event for western yachtsmen this season will be the 124-mile race around San Clemente island next Saturday.

Twenty-one entries were received today for the event, which will be started off Portuguese Bend of the Palos Verdes Estates Saturday afternoon at 1:30 o'clock. They will race to the west end of the island, around to the east end and finish off the harbor breakwater.

THREE CLASSES

Entries for the race have been divided into three classes. They include craft of 60 feet and over, 45 to 60 feet and 45 feet and under.

Palos Verdes Estates have put up several hundred dollars' worth of silver trophies, which include first, second and third place prizes for the winners in each class and a grand first prize for the boat making the fastest corrected time for the 124 miles.

The event is open to schooners, yawls and ketches. Entries received to date for the 60-foot and over class include Morgan Adams' Henrietta, W. W. Peddar's Diablo, winner of the Honolulu race last year; A. M. Andrews' Zahma; William Lane's Martha and Francis Graves' Pasqualito.

Paul Whittier announces that if work on the Poinsettia is completed there is a possibility of the famous German racing machine entering the off-shore contest.

IN SECOND CLASS

In the second class, 45 to 60 feet, Milton Hesselberger's Mollilou, Dan Haubersheimer's Ortona, Millsap's Safje, W. F. Staunton's Adele and Le Dawn.

Forty-five feet and under, E. C. Osbyshell's Scaramouche, Clarence White's Malabar, winner of the Bermuda race last year; W. C. Evans' King III, George Coleman's Pal Mine, F. M. Charles' Minerva, W. Frankland's Sinbad, J. C. Farnum's Idler, B. C. Huber's Pacific Child, Hubbell's Arrow and Frank Smith's Mildura.

This list includes some of the coast's most famous racing craft and the race is long enough to bring the favorites to the front.

An R boat race will be staged at the same point following the start of the island heat under the auspices of the California Yacht Club.

Los Angeles, Cal., Herald

WOMEN CLUB DELE VISIT CALIF. MEMO

ORK ON SCENIC OUNTAIN DRIVE S BEING RUSHED

What will be one of the world's ader scenic drives is now be- pushed rapidly to completion Palos Verdes mountain and es direct connection between nt Firmin Palisades, the beaul west bay residential develop- nt, and Los Angeles business trict, according to R. E. Deeble, sident of the Deeble-Chapman poration, sales agents for Point min Palisades.

This week we made a special r of the new Western avenue ension and were amazed to see progress being made on this autiful scenic drive which at

construction work is now in progress, was filed last week with the State Railroad Commission by the Motor Coach Company.

The route over which the franchise was asked for extends south from Torrance over Narbonne avenue through the Miraleste township of the Palos Verdes Estates to San Pedro, and the establishment of the bus line will solve the transportation question for the rapidly developing residen section of the hills overlooking L Angeles Harbor.

"The early application for tha franchise is excellent evidence of the importance which the bus companies attach to the transportation possibilities contained in the growth of this section," said Jay Lawyer, manager of the Palos Verdes Estates, last week.

"There is not the slightest doubt but that the completion of Western avenue through this section this fall will result in a great stimulus of building in the Miraleste district and the surrounding territory.

"The coming of a heavy volume of through travel on Western avenue all the way to the harbor is bound to bring quick appreciation of the scenic value of the eastern slope of the Palos Verdes hills as homesites.

"Work is proceeding rapidly on the grading work on the extension of Western and from present indications it will be opened to travel some time in September."

The schedule of play day excursions includes:

SAN FERNANDO VALLEY CLUBS, 9:30 TO 5:30—Auto busses drive past Echo and Silver lakes, Cahuenga pass, through Hollywood. Visit the world's largest olive grove and factory; oranges groves and packing houses. Luncheon under the pepper trees in Memory garden, Brand park, San Fernando mission, breathing the century old romance of early padres and Mission Indians. No expense. Limit 400.

BEACH, HARBOR TRIP, 9:30 TO 5:30—Motor through Manhattan, view of El Segundo oil refinery, Hermosa, Palos Verdes (Amalfi drive of California), matchless ocean view. Lunch at Redondo Woman's club. Resume drive through Torrance, Lomita oil fields to San Pedro. Harbor trip on steamer. Tea on board. Return via Pacific Electric to station, Sixth and Main streets. Expense, 52 cents carfare. Limit 200.

COAST TRIP, 9:30 TO 5:30—Guests of the Santa Monica Woman's club. Landmark club, Sawtelle club and Culver City Woman's club. An automobile drive through Los Angeles residence section to Sawtelle, Soldiers' home, Pacific Palisades and coast route. Luncheon, Santa Monica Woman's club. Opportunity to visit with friends on the beach. Aquatic sports, surf bathing; visit concession zone. No expense. Limit 400.

LONG BEACH, 9 TO 5:30—Scenic automobile drive over boulevards to summit of Signal Hill, for panoramic view of oil fields, city and harbor. A dip in the Pacific; visit to the amusement zone. Luncheon at Hotel Virginia. Harbor and ocean trip to the battleships. No expense. Limit 200.

ORANGE COUNTY AUTO TRIP, 8 TO 6—Drive includes Buena Park, Anaheim, Garden Grove, Santa Ana, Tustin, Orange, Olive, Placentia, Fullerton, La Habra, barbecue and visit to artist colony at Laguna Beach (interspersed by the department of fine arts). Return via San Juan Capistrano mission. Special feature from view of [illegible] adapted to club resources and requirements:

1. Friday Morning club—Largest woman's club in world; entirely financed by women.
2. Los Angeles Ebell—Breathing of California sunshine and hospitality.
3. Catholic Woman's club—Attractively reconstructed from a well-built but outgrown club for use by a smaller club.
4. Civics and Philanthropy—Clever and artistic adaptation of a residence for club purposes.
5. Hollywood Woman's club—Enlarged and adapted to community plans. Here the delegates will be entertained for luncheon.
6. Glendale Woman's club—A typical modern town clubhouse.

City and country scenery en route. No expense. Limit 300.

CATALINA, MAGIC ISLE, 9 TO 7—Leave Pacific Electric station, Sixth and Main streets. Sail through Los Angeles harbor to Catalina island, 26 miles from mainland. Bathing, boating, famous glass-bottom boat trip. View of deep sea fishing. Luncheon at Hotel St. Catherine.

Expense, including fares, luncheon, glass-bottom boat trip, $4.60 (special rate). No limit.

MT. LOWE, 9 TO 5:30—Leave Pacific Electric station, Sixth and Main streets, America's most scenic mountain trolley trip, includes ride through Pasadena and Altadena. Luncheon at Alpine tavern, beautiful mountain [illegible]

HERE'S QUAINT TOUCH OF OLD SPAIN.

Memory garden at old San Fernando mission. At top, left to right, Mrs. Harry Shults, Mrs. Charles Volney Craig, Mrs. George Harris Cooke and Mrs. E. A. McGillivary.

Atmosphere of Early Days Still Felt at Brand Park, San Fernando Mission

By RUTH McCLINTOCK

General federation biennial convention delegates will, on the play day excursion tomorrow, visit the only memory garden in the world, at Brand park, near old San Fernando mission.

Here they will see growing all the wild flowers that are so rapidly disappearing from highways and hills of the Pacific coast.

When this mission was built in 1797 by the Indian converts of Father Fermin Francisco Lasuen the adobe and brick of which it was constructed were carried many, many miles by these converts, who, as they passed along, brought cuttings and seeds of favorite wild flowers, shrubs and herbs, which they planted in this mission garden.

BEAUTIFUL AS OF YORE

Martha Nelson McCann, park commissioner of Los Angeles, has been instrumental in having this garden restored and it is now as beautiful as when long ago it flourished an oasis in the desert that

making the first impressions of these newcomers to our city indicative of the spirit of progress and enlightenment pervading the entire city of Los Angeles, and these Los Angeleans will also appreciate the moral responsibility to provide adequately for the welfare and prosperity of all the residents of this part of the city and county of Los Angeles.

The planners of Palos Verdes started with nothing but plans, the land, sea and sky and their past experiences in building many cities, parks and residential communities. Their plans soon brought millions of dollars, which paid for the land. They brought another million which paid for boulevards, water works, and buildings; they now have another million and a quarter for similar improvements this year. All from plans, intelligent foresight, energy, and courage to act.

Already their plans have transformed the face of the earth in Palos Verdes. George B. Ford, president of the National Confer-

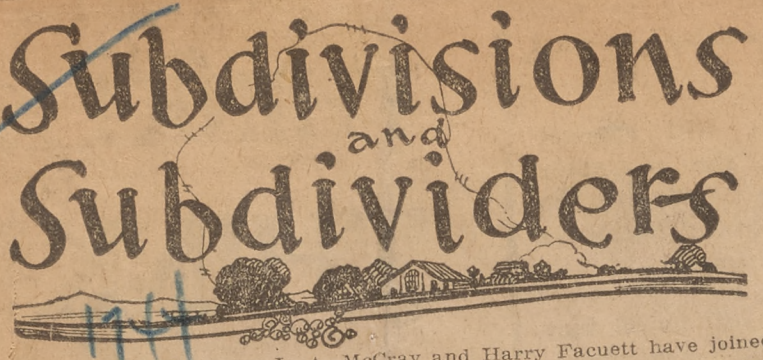
SAN PEDRO

THE apex of the Palos Verd San Pedro Mountain, and l high place on a list of the wo listed as 1460 feet, which is no Whitney. Yet in the point of t summit, it has no superior and f n the Palos Verdes are compl easily accessible to motor tourist the varied attractions in the So from its top is one of the most north and eastern horizon is ranges, snow-capped sentinels pleasant lands; the south and mother of all the seas whose ha studded by the Channel islands. Los Angeles and a dozen wor land, oil derricks like the uncou groves shining in the sun, ward the breakwater and a world ha the frowning guns of Fort Ma

When San Pedro comes to land's most attractive city, no will be the widespreading view

Los Angeles, Cal., Times
APRIL 27, 1924

Subdivisions and Subdividers



George L. Eastman, L. A. McCray and Harry Facuett have joined with J. B. Irsfield, F. K. Gallaway, G. R. Bury, G. C. Greenwood and Charles Christie in the directorship of the newly organized Lake Side Golf Club which recently purchased 125 acres of beautiful rolling land including 500 feet of lake frontage on Toluca Lake, from Heffron-McCray-St. John, subdividers, for a consideration of $400,000.

The organization plan of the new club is unique in that its membership will consist of not more than 650 members, 600 of which will be participating members and will own and control the club's property and assets. The remaining fifty will be life members.

It is said that work is to start immediately and $150,000 is to be expended for laying out the course. Another $100,000 will be spent in building a modern clubhouse near Toluca Lake which will have all modern conveniences including boat landings and bathing facilities. William Watson, golf course architect who constructed Anandale, Flintridge and Hillcrest courses, has started preliminary work on laying out the course.

—o—

Grading Extension

Work on grading the extension of Western avenue from its present terminus to the boundaries of the Palos Verdes Estates will commence at once and rushed to completion so that this new artery from Los Angeles to the harbor district may be opened as soon as possible. Coincident with the county work, the Palos Verdes Estates will start work on grading the 170-foot right of way they have set aside for Western avenue where it passes through their property. When this is completed a connection will be had with Seventh avenue in San Pedro, thus providing a direct connection over that street to the Ocean Boulevard. Extension of Western avenue will embody easy grades, which will at no point exceed 5 per cent, to the summit of the Miraleste townsite from which a splendid view of the entire harbor may be obtained. The contract awarded by the county calls for the grading of three and a half miles at a cost of $45,601.

—o—

Market for Avocado

Edwin G. Hart, president and general manager for the La Habra Heights Company, states that the market for first-class avocado land is very active. During February the second unit of La Habra Heights was placed on the market. The first unit comprising 1100 acres is completely sold out, and the majority of the property is now in the state of highest cultivation.

Tom Ingersoll, secretary of the Los Angeles Realty Board, purchased eight acres in the heights, are a wholesome environment in tracts they sell, the Bandini managers have given a three-acre site for the school and a two-acre site for the library. Twelve more homes were started last week and it is estimated that at least fifteen will start this week. Water and gas are now being laid on the tract, streets are being cut to grade and work on sidewalks and curbs will start within two weeks, it is said.

—o—

Believes in Ford

Henry Ford's theories of the relation of workers to their organization and his ideas that co-operation between the men who furnish the capital and those who do the actual work in the industry are purely of a formal and business character were set at naught by the sales forces of the various hill subdivisions in Hollywood at a monthly banquet at the Hollywood Hills Association room last Tuesday evening.

One of the important facts stressed was the difference between advertising and salesmanship, and the injustice of placing the burden of failures upon advertising when it is adequately done. Advertising is not meant to be salesmanship, but is the directory by which the public receives explanation. The Hollywoodland organization, Taft Realty Corporation, De Witt-Blair Corporation, F. A. Hartwell Company, Holly Knolls and Merrick & Ruddick were represented at the meeting. George W. Zendt of the Taft corporation acted as toastmaster.

—o—

To Build Homes

The Pelton & Levy Company have just purchased from Harry H. Culver & Co. fifteen lots in the new city of Albright and will erect at once attractive homes on them, according to a report given out by the Culver organization. In all there are nearly seventy-five homes, either completed or under way here, while more will follow shortly. Jack Dempsey is planning the erection of a two-story building at the corner of Sawtelle and Venice boulevards, on property recently acquired by him. This will be the starting point in the rapid development of the boulevard frontage for business purposes.

Outdoor Settings Attract Many

Scene at Toluca Lake Park

One of the attractions at Toluca Lake Park is the boating and picnicking features. The lake is surrounded by beautiful trees and shrubbery.

Los Angeles, Cal., Express
MAY 11 1924

6—We are locat... of two of Sou... most important h... graph Road and... Telegraph Road

5—We are 61½ m... Broadway.

4—Our residentia... fully restricted...

3—We are compl... by huge indust...

2 rapidly.

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UNDER
VENUE
LAST

AVE.

week formally launched in S... Pedro.

The executive... new organizati... G. Whitlock, c... McEwen of Sa... Pegler of Harb... Johnson of San... of the organizat...

"The opening ... is going to bring ... the fact that the ... Pedro have wonde... as homesites," dec... lock.

"People have be... think of San Pedro ...

...ograms T...

...companying himself
Mr. F. C. Milbury ... organization will gi... talk.
William Reher, Sy... soloist and director ... quartet, will play on... song composition: ... Home," which broug... cess in Denmark ... and also his own "W... played on numerous ...
Birdie Scanlon ... Verdes Melodies" by ... venet, and Leona Su... render "Serenade," ...

given by th... over The Ex... encore letter... ...s studio.

Mrs. Chau... et will again give a treat to listeners by singing several well known favorite melodies, as well as an operatic pastorale with violin obligato sung for the first time, composed by Signor Orfeo.

Mr. de Chauvenet, organist, pianist, who has been giving daily organ recitals at Trinity auditorium since February 1, and who introduced for the first time the novelty of playing the pipe organ and cornet at the same time, duplicate this innovation on the ...onight playing the cornet and ac-...

PILOT ... 18
APRIL 19, 1924

...GENIC
...NCE FOR
WESTERN AVE.

Will Likely Enter San Pedro Over Seventh Street

1744

Following yesterday's announcement of awarding of contracts which insure a beautiful scenic highway entrance to San Pedro over Western avenue, interest today centered in the projected methods of entering this city over the new route.

The Ninth street entrance was mentioned yesterday, but today it appeared more probable that Western avenue would connect with San Pedro by way of Seventh street. While this is not definite as yet, it is said that the Ninth street entrance would necessitate too many changes in the road situation there.

Another new feature of the work presented itself this morning when details of the county thoroughfare were made known. The Palos Verdes estates have dedicated to the county a 170-foot strip over the entire distance of the highway. The road is to be developed scenically into a wide boulevard, with the break over the hill giving a first view of San Pedro as it spreads down to the waterfront.

The road through the Miraleste section of the Palos Verdes is also to be developed beautifully, with wide boulevards and park formations between. The Palos Verdes estates are meeting half the expense of the entire strip of highway in their efforts to bring this new highway into San Pedro.

lamb trade and prices ... from the close of last we... an upturn of 1.00@1.50 ... choice California spring ... of the week, from 73 to ... 12.00@12.35, with sort ... noted at 10.00. No shee...

Outside ...
[BY A. P. N...

CHICAGO, May 10.— ... compared with week as... lower; better grades show... lings steady to 25 cents ... tured steers 12.50; best ... grades fat cows and heif... fat cows and canners ar... 25 cents lower; bulls 10...

...rm will fu... for the ... immediat... finance ... nal down ... installatio... hts are wel... figuring on th... being rushed so th... low without delay.

The assurance o... to 100 feet and ... boulevard from Cre... west to the city limi... decided effect to in... in this district, acc... J. J. Lamberty, a...

...ONTEBELLO

...believe the ... avenue will ... to the advan... ...ts above San...

...Western avenue ... of the harbor ...leste town site ...states from an ...700 feet. ...oor district— ... Beach, Signal ...d—are spread ...ine view in it... ...cent, but added in... ...to it by the ocean ...ut of the harbor and

...Ingersoll will announce the ...nner before the convention.

The speaker before the regular ...ncheon meeting of the Los An... ...es realty board at the Elite next ...sday noon will be Ed W. Hop... ...is, county assessor, who will ...ak on the subject, "Local Meth... ... of Assessing Real Estate."

...F. Forbes, Pacific coast man... ...r of the Fairbanks-Morse com... ..., and "Bob" Adams, president ... the R. Z. Adams company, will be the speakers before the salesmen's division evening meeting next Tuesday at 7:30 p. m. Mr. Forbes' subject will be "The Bright Future of the Pacific Coast," and Mr. Adams will give a talk based on his experiences in handling subdivisions.

...he speaker before the class in ...eral real estate in the extension

(CONTINUED ON PAGE NINETEEN)

SAN PEDRO, CAL., PILOT 18
MAY 3, 1924

...the Helma Bank ...

...ectest ... ...t ... ...estates, and the ... ...proper ... ...ern avenue ... ...ight air ...

MACFADDEN PUBL...

Address Replies to

- ☐ Strengthening the Eyes ... $5.00
- ☐ Constipation — Its Cause ... .50
- ☐ Eating for Health and ... and Cure ... .50
- ☐ Encyclopedia of Physical ... Strength ... 2.00
- ☐ Culture (5 vols.) ... 35.00
- ☐ Fasting for Health ... 2.00
- ☐ Flat Foot — Its Prevention and Cure ... .50
- ☐ Gaining Weight ... .50
- ☐ Hair Culture ... 2.00
- ☐ Headaches—How Cured ... .50
- ☐ How to Reduce Weight ... .50
- ☐ Miracle of Milk ... 2.00
- ☐ Manhood and Marriage ... 3.00
- ☐ Sex Talks to Boys ... .50
- ☐ Sex Talks to Girls ... .50
- ☐ Strengthening the Eyes ... $5.00

MACFADDEN
(Catalo...

...College club fo...

...Physical Culture

...Test that my ... more be bent, ... Fixed ... Drive on ... pilot on ... subject ...

...not properly provided with a brace- ...ed heel. Great care should be taken ...ly taken, during the early stages of ...the training, and until the normal ...for a moment. A few steps wrong- ...to fall upon the inner edge, even ...not to allow the weight of the foot ...ligaments are restored, may undo ...strength and elasticity of the inner ...words, conscious guidance must be ...exercised in walking and standing ...until the foot begins to assume a ...normal position of its own accord, ...and then walking with the feet in ...this position will become uncon-

...and will illustrate his talk by a motion picture film which will include scenes showing many stars of the motion picture world who are interested in real estate activity in Southern California.

...Ingersoll, secretary of the ...

Los Angeles, Cal., Times
APRIL 19, 1924

County Work on Western Avenue Will Start Soon

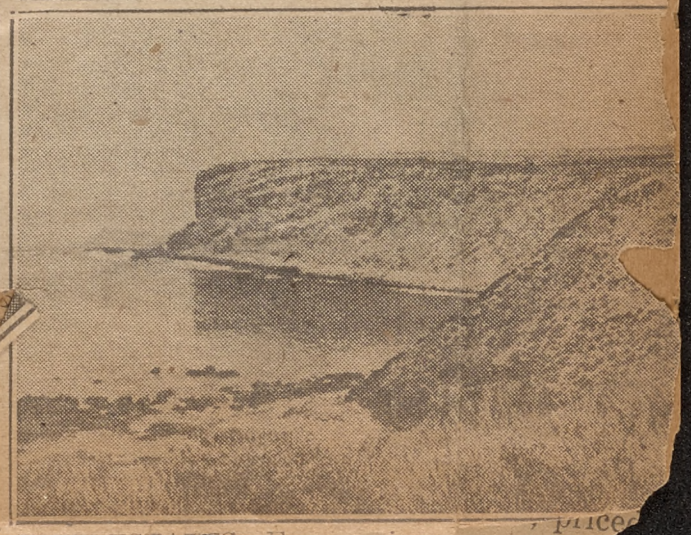
1744

Two country road improvements, which will extend Western avenue from the city to the harbor, giving another outlet for congested ...affice, will be started in ...t was announced yes... ...e Board of Super-

LOS ANGELES, ILLUSTRATED DAILY NEWS
JUNE 11, 1924

1744

Palo Verdes



ied Marine Views

point where it turns inland. About a block from shore, a good dirt road turns to the right to the entrance of the Palos Verdes estates. Around sweeping curves of the wide new roads the Olds climbed easily in high gear up the terraced hills above Malaga cove, and past the quaint little white inn, La Venta, that is perched high on the slope that commands a marvelous view to the north over Redondo, Ocean Park and Santa Monica to the wide-flung arc of the Malibu

Contracts already awarded or

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treasures they hold for future generations.

Almost every San Diego family has its mountain cabin and many have large ranches scattered over the vicinity of Pine Valley, Laguna Mountains, Palomar, Mesa Grande, Pine-hills, Alpine, where the large sanatorium gives rest and health to so many, Descanso and Elcajon. The mountain lodges and hotels have just opened and so has the fishing season.

Baron Long has just purchased an immense ranch for training and developing fine race horses. A Mountain Country Club similar to the Encino Country Club at Santa Monica is getting started on Palomar.

After years of debating over the ponderous question of keeping San Diego's water supply adequate to her development, a very wise decision has been reached and a specialist called in. Mr. John R. Freeman of Providence, Rhode Island, possibly the most prominent hydraulic engineer in the country, has been engaged by the city to prepare a plan. For many months his force of workers have been surveying and studying to know where dams and reservoirs shall be placed.

We can no easier think of San Diego without her amethyst mountains than without her sapphire bay which completes her setting so beautifully. Much is being done down along the water front. The great new municipal pier is nearing completion, and an appropriation of $1,000,000.00 was just made for a Navy Pier.

Preparations are now being made for the Yachting Regatta to be held this summer. Each day white sails dot the blue water and add to its picturesque charm, while great pas-

San Diego is grateful t
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did not forget the trad
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able kind of plant, tree and shrub.

...at Valmonte
J. T. Whedon, and one which is
be built at Malaga Cove by the
...ambers Investment Company.

MAY 2 5 192

PALOS VERDES ART JURY AT WORK

Members of the Palos Verdes art ury in session. From left to right: C. H. Cheney, Jay Lawyer, Myro Hunt Robert D. Farquhar and D. C. Allison.

Building activity at Palos Verdes has served recently to emphasize the importance of the work of the Palos Verdes art jury, which passes upon the acceptability of the plans of all structures to be built in the tract. A tremendous amount of preliminary work has been accomplished by the art jury in the two years of its service so far in preparing the restrictions governing various districts in Palos Verdes, and its work now is chiefly concerned with passing upon the merit of designs submitted.

Wide interest has been aroused in architectural circles throughout the United States in the success of the Palos Verdes art jury plan, and while similar ideas have been worked out in much smaller and more restricted communities in the East, the Palos Verdes plan is said to be more comprehensive in its scope than has ever been attempted elsewhere in the United States.

In a recent article in "California Southland" Myron Hunt, chairman of the Palos Verdes art jury, described in interesting fashion the work of the jury so far.

"One of the first drawings was on a torn piece of butcher's paper and was about as bad as the paper was poor," wrote Mr. Hunt. "It was an idea by a contractor who was in the habit of making his own drawings and getting away with it in the average subdivision.

"He was helped along with broad, general sketch suggestions made by members of the jury showing him how to better his room proportions and arrange his roof. He was sent away more than once, until finally he appeared from somewhere with drawings that were acceptable. Now everybody is happy over the result.

"Another one of the early drawings was by one of the best architects in the Southwest, and was as charming as might be expected. Another was practically a facsimile of one of the winning designs in a competition held by The Examiner, and proved equally acceptable.

"The owners do not appear. They are represented through their agents. If they have no architect, then through their contractor. The only bad feeling developed to date has been the result of an error in the painting of one house.

"The neighbors objected to the color of the paint and insisted on a meeting of the art jury on the ground to change the color, for neither a signboard may be put up nor a statue placed nor a house colored nor a fence built upon the property without the approval of the art jury.

"As a means of illustrating the various types of architecture defined by the art jury, a collection of several hundred photographs of acceptable buildings has been made.

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RAMONA ACRES LINKS

At Big Bear Lake, John Dun-
can Dunn and A. E. D. Trabue
are both working on plans for two
separate courses away up there,
for one at Lake Arrowhead.
Ramona Acres is to have it that
18-hole course at a not far dis-
tant date, while everybody seems
to know all about the Potter
Country Club which will have its
home somewhere in the south-
western section of this city.

Dave Findlay, professional at
the Flintridge Country Club, has
started work on a course for the
Baldwin Lake Country Club.

Max Behr is hard at work
plotting the Oakmont course at
Glendale, and it is said that miles
to build a course eight that
side of Long Beach for the new
organized Long Beach Country
Club.

Myron Hunt, chairman of the jury, inc
Robert Farquhar, collaborat
the design of the clubhouse,

Café

rance!

We are always
to suit all tastes,
courteous service;
se you.

maker

OR SPENCE

SAILOR HILL VS. BATTLING DOODY

SAILOR BOZA

miles.

(4.) Opening and widening a new route connecting Center street, Montebello, with King Lane and

plates a through-traffic artery from Playa Del Ray into Orange county. The length from Truck Boulevard to Norwalk is 10.1 miles.

about the building of a new course at Bellair, but this very exclusive 100-member project is being kept very quiet.

≋≋≋

WORK ON WESTWARD HO

WILLIAM WATSON has just started work on the miniature nine-hole course just outside the city of Palms which will be known as Westward Ho.

He has still much to do at the Encino Country Club on Ventura boulevard, and rumor has it that job

interests.

y of Los Angeles and its
are as free as its sea lanes,
ld.

DVANCE—131
MAY 27, 1924

To Palos Verves

Having recently had constructed an attractive home in the Palos Verdes hills, Mr. and Mrs. Jack Low last week removed from Eighteenth street to their new place of abode.

Atascadero Calif.
7/18/24

completion of the new Coast highway to Monterey, Atascadero Beach will then be on a main throoughfare between San Francisco and Los Angeles, and become one of the most valuable beach properties on the coast.

Palos Verdes

If it is voted to acquire the remaining 13,000 acres of the Palos Verdes estates the preferred stock would also be made convertible to the purchase of property in Palos Verdes. It will be noted from the statement issued by the Palos Verdes trustee that approximately 51 per cent of the nonconvertible notes are under my own subscription, so that through these notes the majority interest in the present Palos Verdes trust would become an asset of the new merger corporation, in addition to the fees. which the trustee places at more than $1,400,000.

Social Doings

Pleasant Birthday Party

Webster Sparman of San Pedro road entertained with a birthday party Monday afternoon in honor of his twelfth birthday. Games were played in the afternoon and ice cream and cake were served later. The guests were Marion, Harold and Robert Hess, Hinton Howe and Torry Wuesthoff. The boys all had a good time.

* * *

Musical Evening

An informal musicale was held at the Armstrong residence, on Portola road, last Friday night. The guests were: Dr. and Mrs. Carl Bryant, Dr. and Mrs. Loken, Mr. and Mrs. E. L. Vail, Mrs. Georgia Caldwell and mother, Mrs. N. F. Barnhill, Mrs. H. M. Urey, Mr. and Mrs. B. F. Hyde and their guests, Mrs. T. A. Scott and Mrs. H. A. Wright of Long Beach.

JUNE 20, 1924

Subdivisions and Subdividers

1744

Track Lowering Ordered

One of the most important pieces of construction work undertaken this year at Cathay Center is a direct result of the mandate issued by the State Railroad Commission ordering the Pacific Electric Railway to at once lower its tracks through Cathay Center, at the junction of McCarthy Vista and Wilshire Boulevard, to a point beyond the railway crossing at Wilshire Boulevard. The completion of this work will permit the erection of a station by the J. Harvey McCoy interests and several business structures contemplated in the development plans of Cathay Center.

—o—

Huge Development Interests

The sale of 10,000 acres of irrigated fruit land in the Palo Verde Valley in eastern Riverside county by Andrew E. Warmington and associates to the Southern California Vineyards, Inc., for immediate planting to early table grapes and Kadota figs and for subdivision and sale in five and ten-acre tracts, is one of the most important land developments in Southern California of the past week, and has directed interest toward the Palo Verde Valley to a considerable degree.

This sale of his holdings in that district is the culmination of ten years of development work by Mr. Warmington and his associates that began with the construction, during the war, of the California Southern Railway from Rice, on the Phoenix Branch of the Santa Fe System, to Ripley, in the center of the Palo Verde Valley. This was the longest piece of railroad built in the United States during the war, its cost being upward of $1,000,000. The line was subsequently taken over by the Santa Fe and is now operated by that railroad.

A. W. Sloss, president of the Southern California Vineyards, the company purchasing the big tract of land at a cost of $8,000,000, states that an additional $3,000,000 will be expended at once in planting and other improvements preparatory to subdividing the acreage. He announced that the company had entered into a contract involving $2,000,000 with the Kirkman Nurseries, Inc., of Fresno to plant the whole tract.

The sale of the land will be handled by the J. W. Gillespie Agency of Chicago, specialists in farm land sales, it is stated. A considerable portion of the acreage is expected to be sold in and around Chicago.

—o—

Annexation Assured

Petitions have been completed in Davidson City for application for annexation to the city of Long Beach, and according to H. C. Davidson, founder of Davidson City, Mayor Buffum and City Manager Windham of Long Beach have given assurance that there will be no difficulty.

—o—

Toluca Park Lake

Toluca Lake Park, a bit of paradise rich in historic interest situated just north of Universal City, is coming into prominence as location for many moving-picture activities recently. The Christie Comedy Company has made considerable use of the property in films and the Universal Film Company is now busily engaged in constructing sets.

It has other uses, too, as is indicated by the stream of auto picnickers that wend their way to the spot and who go prepared to take full advantage of the cool, shady spots and attractive scenic environment. This property is rapidly developing into what promises to become one of the most desirable residential sections in the district, as improvement work is being rushed with all speed, streets are being graded, water lines laid, electric wires strung and contracts let for other development.

—o—

Riviera Formally Opened

The John A. Vaughan Corporation formally opened the Riviera with its administration building yesterday and studio for Saturday. This formal opening marked an important step in one of the largest developments ever attempted in Southern California, inasmuch as the Riviera is also the site of the Los Angeles Athletic Club's new country club quarters.

Inasmuch as the Riviera is limited to estate sites numbering approximately 236 plots, the development naturally will be superfine. The social features of the Riviera and the athletic club's development will go hand in hand, as many of the club members have already signified their intentions of buying and building in the Riviera in order that they have the advantages of not only their club activity but the beauties of the seashore and the beautiful Santa Monica Mountains.

—o—

Salesmen's Courtesy Lauded

The sales force of the Victor Girard organization can justly be proud of its record for courtesy, because of the many letters which have been received at the Girard offices commending salesmen for their many kindnesses, according to Victor Girard.

"A week does not pass but from fifteen to twenty letters from persons who have purchased property or considered purchase, at Girard, reach the offices of the company," he said.

"The letters are from all parts of the United States and Canada. In many cases they tell how the salesmen have shown a desire that the customers should be pleased with Southern California.

"The part that the real estate salesman plays in making tourists and visitors to this section lasting boosters is also evidenced by these letters. Many of the writers said that the salesmen took special interest in informing them what they should see while here so that they would get the most out of their visit."

—o—

Beauty Cause of Success

"Two vital factors are responsible for the increasing success of Hollywoodland," said George H. Hannan, assistant sales manager of Hollywoodland, yesterday. "One is the enviable beauty and the improvements of our 'environment, and the other is the successful background of the organization responsible for our community. Having successfully subdivided New Windsor Square, Windsor Heights, Marlborough Square, West Hollywood and New West Hollywood tracts, S. H. Woodruff and his associates succeeded in acquiring one of the most delightful sections of all the Hollywood foothills.

—o—

Hollywilds to Open July 4

Plans have been completed for the formal opening of Hollywilds on July 4 by Bundy & Albright and the program calls for a series of sports for every member of the family, hidden prizes for the children and refreshments and music during the afternoon.

"We extend a cordial welcome to the public to visit Hollywilds as our guests on July 4," said C. C. Albright, "and beautiful picnic spots are open for everyone's pleasure. Hollywilds is a playground community and we want to acquaint the people with what this beauty spot will eventually be.

"The program will be from 2 until 5 p.m., and there will be fun for every member of the family. Ample parking space is provided for a host of cars and picnic tables, grills and other outdoor requisites are being installed for the occasion. We also plan on having a temporary dance floor ready for that day if arrangements can be made for this purpose."

—o—

"Hill House" Sites in Demand

The exhibition of the architecture of five Western States, now being shown at the rooms of the Hollywood Hills Association, has revealed several interesting things concerning the public taste in home building. In the first place, the demand for houses suitable for construction upon elevated lots outnumbers that for level sites 6 to 1. The arguments for hill lots are not alone scenic. Their capabilities for landscape treatment is urged and explained by those who contemplate homes, and those who have been in Southern California for more than a few weeks, almost universally declare for hill lots be-

this important movement must go to the Sutter Basin Company, which has reclaimed and placed under cultivation 45,000 fertile acres in the heart of the Sacramento Valley. This land is now being subdivided into small farms. Three successful excursions have been brought out from Chicago, and in each case a large percentage of the home-seekers has purchased land and will settle im-

The interesting development of Sutter Basin is described in a recent statement issued by George B. Robbins, president of the Sutter Basin Company, as follows:

"The lands in Sutter Basin were for ages overflowed by the backwater from the Sacramento and Feather rivers which each year deposited a thin coating of rich silt. The result of these accumulations is a deposit varying in depth from a few feet to twenty or more feet in places.

"Because of the annual overflow the land could not be safely cultivated and much of it grew up to thick tule from five to ten feet high, forming almost a jungle. This bottom land was known to be very rich and as fine as any in the State, and, while some of the holdings were large, it was divided up among many owners which made it impracticable for individuals to reclaim independently, or in any way except in combination with others in a large unit with a heavy investment of capital.

"Certain parties obtained options representing the holding of various owners which were placed before J. Ogden Armour of Chicago, with the explanation that the project could only be handled in a large way and that the reclamation as proposed would be of great benefit to California and particularly to the Sacramento Valley.

"He decided to underwrite the project, expecting to derive some benefit from the venture, but mainly with the idea that it would be a great work to cause blades of

(Continued on Page 4, Column 9)

rning to Point ... is being the only remaining exlusive ocean bluff residential dis-trict serving the bay cities as well as Los Angeles, where land values are still within reach of those who wish to have money left after buying their lot with which to build a fine home."

...shore ...ing between Mono lake and ...ge of the mountain streams and ...ding the Tioga road and side ...east slope of the high Sierras, ...mation on the roads lying in-...row charting and gathering in-...mother one of the crab's crews ...Ridge route.

...eles by way of Bakersfield and ...om Baldy park, the crew re-...to Porterville, then to Los ...outhern California.

...office of the Automobile Club ...s at the Porterville office or ...inquire for ... road con-...

Tide Line Decision May Bear On Cabrillo Beach Developement Projects

1744

TITLE to the land involved in the development of Cabrillo beachwill be more or less affected by a decision validating the claim of the Burkhard Investment company to 11 acres adjacent to the ocean near San Pedro, it was believed today.

That an appeal will be taken from the superior court to higher state courts was also foreseen, as the property in question is now valued at close to $500,000. Mrs. Lucy Banning Ross was plaintiff in the action to quiet title against the investment company.

Most Important

The decision by Superior Judge Hewitt in favor of the investment company is declared to be one of the most important affecting the legal status of tidewater lands in this state.

Litigation involving the land dates back to the early eighties when Phineas Banning, pioneer empire builder of Southern California and father of Mrs. Ross, received a tideland patent from the state to 460 acres of tidelands between Wilmington and San Pedro. In those days the present great harbor was in its infancy, there was no breakwater and few docks, and the land was not considered to be of great value.

Build Fence

With the death of Banning more than 25 years ago the patent passed to his heirs, who, in 1904, built a wire fence more than two miles in length along the shore side of the lands granted under the claim.

Under the patent, the inward boundary of the grant was fixed at the line of high tide of the Pacific ocean and the fence constructed by the heirs was supposed to set up a fixed line of demarkation between the tidelands and the lands of the Burkhard Investment company. The title to the lands of the investment company was supposed to have been fixed under an old Mexican land grant to the Sepulveda family and known as the Palos Verdes Rancho.

State in Action

In 1908 the state instituted a series of actions to set aside the grants made under tidelands patents previously issued, including the grant to Phineas Banning. The suit against this particular grant was based on the assertion that the law prohibited the issuing of a patent to any tidelands within a radius of two miles of an incorporated city or town. These suits were finally adjudicated in 1911 and the patent to the tidelands in the Banning grant was revoked and the title to the lands returned to the state of California.

Strip Left Heirs

Former Judge Bordwell, before whom the suits were tried, ruled, however, that the fence built by the Banning heirs did not follow the high-tide line as fixed by the testimony and that the high tide line as fixed by the court left two narrow strips of land, one of 11 acres, the other of 25 acres, between the line fixed by the court and the fence built by the Banning heirs.

The claim to this 11-acre strip was alloted Mrs. Ross in the settlement and distribution of the Banning estate.

Status Dormant

The question of the statue of the land lay dormant until 1922, when Mrs. Ross brought a suit to quiet title to the tract against the Burkhard Investment company. She asked title to the land on the ground of adverse possession—that is, that she had had undisputed possession of the property for a period of five years preceding the filing of the action. She relied on the fence to win her claim to the property, it being asserted the fence formed a barrier to the land on one side while the high-tide line formed the other barrier.

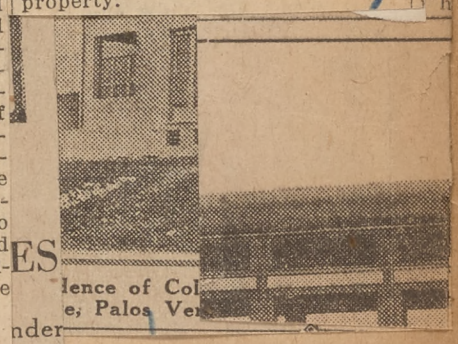
Tide Held No Bar

The land company answered that it was entitled to the property on the ground that the old Mexican land grant included all the Palos Verdes Rancho up to the "high tide line" of the Pacific ocean."

In deciding the case Judge Hewitt ruled that neither the fence nor high-tide line of the Pacific ocean constituted a sufficient barrier to inclose the tract claimed by Mrs. Ross. He stated the testimony showed the fence had been permitted to fall into disrepair and that permanent breaks had occurred in many places. The line of high tide did not constitute a barrier, the court held, as at low tide persons could enter the tract from the ocean side.

On this showing the court decided to validate the claim of the Burkhard Investment company to the land.

The 25-acre strip was not involved by the suit, but in view of Judge Hewitt's decision it is expected owners of the property bordering on the strip will soon bring suit to quiet title to the property.



...lence of Col... ...e, Palos Ver...

...nder ... will ...tory ...ding ...tion,

of the pageant. Plans provide for the largest parade, traversing the longest line of march in the history of the city.

Promptly at 11 o'clock tomorrow morning Parade Chief Louis Golden will fire the gun which will set the first pageant of its

Los Angeles, Cal., Express
JUNE 12, 1924

GET WATER SYSTEM PERMIT

Applications were today received by the railroad commission from the Peters-Rhoades company, Inc., for permission to operate a water system in Kagel canyon, Los Angeles county, and from the Motor Coach company to operate lines into Palos Verdes, Los Angeles county.

TIPS from HEADQUARTERS by E.G. Lewis

Unlimited Water Resources

With the state of California suffering from the worst drought in twenty years, Atascadero stands out in the limelight as having unlimited water resources. Now is the time to call it to the attention of the thousands of tourists passing through Atascadero along the state highway.

Since Atascadero's water resources are peculiar to itself, and any excessive use of water does not deprive any other community of a drop, I have directed that the fountains in the Civic Center be kept playing from early daylight to dark, and have taken it up with the mutual water company to make a special rate to all residences along both sides of the highway, the difference to be charged to the Estates Corporation, provided that they will keep their sprinklers going on their lawns and shrubbery practically all day.

One certain method to convince the thousands who pass through Atascadero on the highway that Atascadero, out of the whole state, has unlimited and unfailing water resources, even during the worst drought in twenty years, is to let them see the water itself being used without limit or stint.

The fountain in the central plaza had not been playing an hour before some gentlemen from Los Angeles dropped into the office and remarked to me that they noted that we had our fountains playing, the first and only fountains they had seen playing in California in two months. They asked how we could do it. The state highway passing through Atascadero for twelve miles is an unrivaled show-window for Atascadero. No merchant with a great show window on Broadway in a big city would think of not filling it with the most attractive features of his wares. What we have to sell is the most desirable place in California in which to live. Unlimited pure water resources are the most vital of all requirements in California for a desirable place in which to live. Twenty thousand people per month might pass through Atascadero without knowing we had such water resources unless they were called to their attention, and now of all times is the time to display them, when in other communities lawns are permitted to be sprinkled but one hour per week, if at all.

The Master Corporation

Now that the financial statement, together with the explanatory details, of the merging of all the combined properties and corporations into one general Master corporation are being put into the mails rapidly, addressed to every one concerned, there is given in this issue of the News this statement also, so that any who may not have received it by mail may read it here. Briefly, this merger will mean that the holder of production contracts, mine notes, capital reserve notes of the Commonwealth, Palos Verdes loans, or any other form of money investment or loan, will be able to exchange them for an equal amount of preferred 8% stock of the merger corporation, and receive in addition a bonus of 50% per cent of the common stock. All back interest on present securities will also be added to the principal and be entitled to preferred stock with the common stock bonus. No stock is offered to the public. Anyone desiring to secure an allotment of it, or to increase the allotment they will be entitled to, can do so by purchasing the mine notes, production contracts, etc., from present holders of them who desire to get their money, thereby acquiring the rights to the preferred and common stock that those notes carry. Strong interests are being marshaled to purchase all such rights offered. Those selling and withdrawing their money thereby lose any interests in any and all the combined properties, just as they would if they held the stock of the Pennsylvania railroad or any other enterprise and wanted their money. They would have to sell their stock, and thereby would sacrifice all interests in the properties.

The preferred stock is to be convertible at its face and accrued interest to the purchase of real estate and/or the building of a home, leaving the common stock given as the bonus a clear profit and a permanent interest in all the combined properties. If not so applied, the preferred stock draws 8% and is to be retired in cash in annual installments at a premium of 10% over par through a sinking fund of 50% of all net earnings.

This means that those holding production contracts, mine notes, drilling loans, or any other loan or security representing cash investment or loan, may make their plans now to build their homes here or purchase orchards, business property, residence property, poultry farms, etc., to the extent of their former investments or loans, without forfeiting any interests in the properties they represented, but, on the contrary, securing full interests in all the other properties also. Thus, if you hold $10,000 of production contracts carrying 9½% you would be entitled to $10,950 of the new 8% preferred stock with a bonus of $5475 of the common stock.

The preferred stock carries 8% per annum, and will be paid off in cash in annual installments from the sinking funds, with a premium of 10% in addition to its interest, or, it will be applicable to the purchase of real estate and/or the building of a home. The common stock, which is the bonus, will represent the permanent ownership of all the combined properties. If you hold, say a $10,000 mine note with two years' interest at 8% per annum due on it, you would be entitled to $11,600 of preferred stock with a bonus of $5800 of common stock, as all interest to date is added to the principal in the exchange. The same thing applies to the Commonwealth capital notes and the mine notes, etc., which in addition to credit for preferred stock to the amount of their principal will also carry preferred stock to the amount of the interest to date, with a corresponding bonus of the common stock.

As the preferred stock can be converted into real estate, clear and free of incumbrance, under the merger plan, or to the building of a home, or both, the common stock will be a clear bonus, and yet carry full interests in ALL the COMBINED properties permanently.

The original plan of the Commonwealth was that after first paying, or funding all debt, all the properties should be merged into one great corporation, so that the present merger carries out that plan only to a much greater and better degree.

At Maricopa

Matters are fast drawing to a most exciting finale at Maricopa. There are now TWELVE great derricks where formerly there were but that of the Transport Company and my two. Some of the strongest oil companies in the world are drilling these wells. The Standard Oil Company did not start its great well close to my No. 7 until No. 7 had gotten down 4800 feet and struck the tar sands and water. The Standard people knew every inch of the log of my No. 7 well and exactly what we had encountered, yet it paid $50,000 bonus for a lease on 80 acres next to it, with a 25% royalty, which means that one barrel out of every four they get goes to the land owners. My royalty is but 5%.

The Transport Company now has two new steel derricks up, in addition to the original well, which recently stopped flowing because of water overcoming the gas pressure. None of these big companies would be drilling these costly wells if they had any doubt about getting large production, in view of the fact that four of the wells are already in the oil sands and have water trouble. I am simply sitting tight now, until one of these big companies does some of the experimental work and solves the problem of the water trouble. All wells in the Maricopa flat have more or less water trouble. It is the great problem of this field, and yet, after producing for thirty years, the pumping wells of this structure last year pumped 27,000,000 barrels of oil. The new deep gusher sands were first developed by the Transport-Bush well. They give every promise of a wonderful new gusher production, and that is what these big companies are after now. That they will get it there seems little doubt, and if they do I get it also, since the day any one of them comes in successfully I would have nothing more to do, but could get large cash bonuses per acre with heavy royalty for my immense holdings. It was, of course, a very great disappointment that we could not have made No. 6 flow right at the start, as it would have ended financial strain that moment, and given us immense cash resources immediately, but it is better now to these powerful operators spend their money and find the way than for me to spend any more. I am now devoting every resource to the quick possible drilling up of my large low holdings in the Sunset ... where the hazard is small, the return quick and permanent and the cost well but a fraction of the cost of deep wells. That is common sense.

We should complete the first of the shallow wells this month, then with six rigs working should be able to complete from four to six additional ones each month, steadily increasing up the production rate until we have a large and dependable production that can be counted on for many years to come. The present wells have to be cleaned of sand at frequent intervals, and one rig would be kept making the rounds steadily to keep them to their full production. This gets oil production down to a business and almost manufacturing basis.

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at once.

The new building is a part of the complete plaza, which when finished will unquestionably be the most interesting business district ever built in Southern California, for it has already been planned as an architectural unit. There will be considerable latitude permitted in the planning of the interiors of the various structures yet to be built, but the exterior of the buildings facing the plaza have already been planned and the finished business district will approximate these designs very closely.

Plans for the plaza include the grouping of the various business houses to the best advantage from the standpoint of both convenience and appearance. A compact business district, of uniform architecture and of ample space to care for the town indefi-

Stern, vice president of the First National Bank, the permanent committee included Mayor Cryer, President Hunt of the City Planning Commission, Chairman McClellan of the County Supervisors, President Allen of the County Planning Commission, President Lacey of the Chamber of Commerce, President Valentine of the Automobile Club of Southern and Blythe, Riverside and

Permission was granted to the Pacific Electric railway to abandon and remove a spur track on Eulalia

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The solution, according to the ... retained by the Traffic ... night.

... Grant ... Broadway ... Chen ... Comm ... expert ... dition ... has in ... not to ... plated ... an in ... plete ... Act- ... ced ... ure ... nds ... its ... the ... ing ... ake ... the ... s to ... F. ... rect ... uild ... will ... tails ... new ... wa ... pa ... sta ... Hu ... po ... of ... gu-

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... had been asked to contribute. He ... panies, who openly charged that ... borated by the vice-president of ... fund" for the purpose of buying ... corruption in the Council cham- ... finally to the District Attorney ... members of the Council to vari- ... ed was the notorious "truck and ... of reproof was necessary.

... stir up public indignation to a ... truck over those which the Coun- ... order, though the City Engineer ... open accusations of corruption ... with agents and lobbyists for ... in the truck deal, the Council ... between what was finally paid for ... been bought for was $15,000.

... city to news of interna- ... interest about American ...

... n has been called to the ... City Magazine, Jun ... lished in New York City ... Harold S. Buttenheim ... ber contains numerous ... h photographs of specia ... Californians. Among ... the following: ... to—Photograph in Mc ... k. ... ch—Photograph of Gol ... creation Park. ... —Photograph after th ... n. ... ul picture, covering th ... shows the lily pond i ... ark, Sacramento, wher ... were planted by th ... ment. ... ese photographs is ac ... by descriptive article ... interest. ... resting articles are: ... Pools," by C. ... rintendent of recrea ... burg, Virginia. ... Swimming Pool,'" b ... haw, city clerk an ... lsworth, Kansas. ... Traffic Accidents," b ... vice president Publ ... on, Elliott Service Co ... ity. ... Struggle with th ... Traffic Problem," by Charles Eva ... Fowler, consulting engineer. Thi ... article shows a map of "Proposed ... Net-work of 'Super-highways' for ... Greater Detroit."

Similar articles and photographs of San Pedro, showing the Western Avenue Scenic Drive, the approaches to all parts of the harbor, the residential attractions of Point Firmin Palisades and Terrace, Sepulveda Heights, Vista Del Oro, Miraleste, Palos Verdes Estates, White Point, Point Firmin and Cabrillo Beach Playground and Rec-

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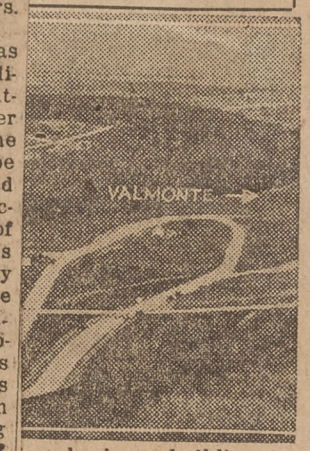
... RDES



...irst business building is

... lay the foundation for a ... and scientifically planned ... h as Palos Verdes, but to- ... work is far along toward ... ion.

... commencement of the busi- ... uctures in the plaza at Ma- ... ve, and the active progress ... building will in a few more ... make a great difference in ... earance of the estate.

... more homes will be com- ... next week, one for Charles ... ney, the city planner, and ... E. L. Brodeur, both to be ... Malaga Cove."

ULDING ARCHITECTS

Los Angeles, Cal., Times
JULY 6, 1924

INDIVIDUALITY IS RESIDENCE NEED

Architectural Personality is Neighborhood Charm

Community Developments Are Striving for Better

Today's Home Has Pleasing Floor Arrangement

BY HAROLD O. SEXSMITH

Architecturally speaking, all neighborhoods have a distinct personality. Some are good and some are worse than bad and some are repeated in tiresome regularity. To the great credit of Los Angeles, however, almost all our houses are surrounded by beautiful shrubs and flowers. Some of our worst architectural blights are masked behind masses of gorgeous foliage. All praise to the person who wittingly or unwittingly turned the trick.

Returning to the subject of architectural personality, it is quite true where a group of home owners along a street can be brought into sympathetic co-operation in regard to the style, color and materials to be built into their houses, an air of distinct individuality can be produced if the work is properly guided. This word individuality has been overworked by some types of ballyho subdividers and Jerry builders. The word as used above has nothing in common with the garish, tricky, catch-penny stunts which are often put on the market under the name of Spanish or Moorish or what not.

HIGH STANDARD

There are several examples of this striving for a neighborhood personality in Los Angeles and its environs. Several of the subdividers by intelligent restrictions and architectural control have done much to raise the standard of architecture in their properties. Palos Verdes is an outstanding example; Hollywoodland and some sections of Beverly Hills are others. Santa Barbara under the direction of a very able architect, has gone even further and is changing the personality of entire streets. In time to come Santa Barbara is going to be known the world over for its beautiful Spanish-Colonial streets.

California has a heritage from the Spanish-Colonial days which must not be overlooked. It is the one thing which marks ours as a distinct personality. Today's house fits perfectly as an example of what some one might do to help preserve this heritage. It is a true Spanish-Colonial type with its low, rambling outlines, its flower-strewn patio and sheltered terrace. The vine-covered pergola is an effective and beautiful way to mask the entrance to the garage.

CONVENIENT GARAGE

A garage attached to the house is always a difficult problem to handle architecturally. Here the problem has been successfully solved and the garage, at the same time, placed in a most convenient position. The bedrooms are well secluded with a pleasant outlook onto the garden. The kitchen is well situated with reference to the front door and the service, the screen porch door being far enough forward to keep deliverymen from intruding on the privacy of the rear garden. The kitchen being long and narrow is almost certain to be a setp saver. Domestic scientists always insist that the kitchen should be so shaped. The breakfast nook can be designed to fold up into the wall when not in use and the space over the table can be used as cupboard space. The house throughout is well provided with closets.

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a great surprise in all cities to learn that San Pedro will possess such an incomparable recreation center in combination with safe sea bathing, with many details of sports and recreations under municipal control unequalled by any other city in the United States, not excepting New York, Philadelphia or any of the largest cities.

... or committee where the project ... was involved. I think I know ... something of the difficulties that ... have been involved in putting it ... over. The only deeds that were ... returned were those prepared ... while E. G. Lewis was promoting ... the Palos Verdes project and ... which called for a double road- ... way 180 feet wide. We refused ... to give more than 100 feet which ... the deeds filed this week specify."

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more than 100 Union Tool employes reside in Lomita.

As J. A. Smith said recently: "We don't care where they work as long as they live here."

ATASCADERO, CAL., NEWS 1
25, 1924

BRIEF HISTORY OF ENTERPRISES

In 1913 the Atascadero Estates were purchased by me for approximately
illion odllars. A certain plan for their development and improvement as
gh-class residential community, with Civic Center and the conveniences
e city in the country, and sub-dividing the same into business, industrial,
idential and orchard tracts, was presented by me to a great number of
le, a vast majority of whom had been more or less associated with me
ome 15 or 20 years past. The plan met instant approval and practically
entire estate which would be available for business, industrial, residen-
farming and orchard purposes, was applied for and optioned in advance
ome 7000 people, representing as many families desiring to come to
ornia to make their homes in such a community.

The plan of financing the development embraced the issuance of first-
dividend sharing certificates, carrying the right of application at their
value in the purchase of land selected by the holder, and when so applied
ond-class certificate would be issued in its place, carrying an interest in
ourth of the net profits of the entire undertaking. Of these first-class
icates, a total of $2,994,600.00 were purchased by those intendnig to make
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and thereby liquidated, except $179,000.00 now outstanding.

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experts, undertook the construction of the entire project. Two separate
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the meantime[illegible] of which they have not asked. I will be necessary that a provision be m
necessary c[illegible] in the capitalization for a reasonable amount of Treasury stock, also to
d so that on[illegible] large incomes and resources wich are now constantly eaten up in the pa
hons, the proje[illegible] ment of maturing debts to the great disadvantage and menace of all of y
original purch[illegible] Under this merger plan the would be released to the new corporati
and exclusively for that purpose.
Such additional amount over and above the funding of all present un-
secured indebtedness, of the preferred capital stock with its common stock
bonus, as it may be necessary tisse and sell in order to retire the mortgage
debt on the several properties at the real properties may be clear and free
of encumbrances, so that the preferred stock may be made applicable to the
purchase of real estate, would constitute a special fund to be applied sole
It is not proposed to offer the stock of this merger company to the public
at this time for investment. The merger plan proposed is essentially the
marshaling of all the combined resources of the several corporations and
myself personally into the single corporation and an equitable distribution
of these assets and reserves and equities between all creditors and investors,
pro rata, thereby [illegible] through the distribution of its capital stock, an
enormous unsecured indebtedness constantly maturing and constituting a
serious menace at all times to the enterprises and properties themselves and
consequently to the investments and loans of all others concerned in them.
It is proposed to offer to all of those holding my personal obligations and
notes (every dollar of which was incurred in the effort to save the properties
during the war and to carry them through the depression following the war,
and in the effort to establish and develop new properties and enterprises, the
earnins and fees from which would be sufficient to pay all indebtedness, as
well as those holding any obligations of the several corporations whose
assets re to be merged in the new company), preferred stock to the amount
of their cash investment or loans, plus interest to date, together with a bonus
of one-ht share of the common stock with each share of preferred. It is
proposed that in the census taken of all creditors and investors, those who
desire o need the prompt refund of their loan or investment, in part or all,
shall so dicate and those who desire to increase their interests by the pur-
chase of ose desiring their funds, shall so indicate, and I have every reason
to believ hat all of those who desire their money back, even though that
money as a loan or investment now represents a total loss, under this offer
of the pre ed and common stock, would have their right of allotment of the
preferred common stock purchased from them by the remainder of those
interested to do not desire their money but wish to continue with the
enterprises to increase their interests.
Any of plan of liquidation of this debt would involve either a receiver-
ship or an mpt to sell great properties at wholesale, either of which would
result in en ous loss to all concerned. Under this plan, with the improving
conditions, renewed sale of the real estate as evidenced by the sale
during the th of May of this year, of business property to an extent of
approximate 150,000.00 in Atascadero, and the purchase since the first of
this year by incoming people of approximately $200,000.00 of residences,
and with the favorable conditions already developing in the other prop-
erties embra the proposed merger, I feel confident that not only can this
new company ter such a merger plan, steadily pay its dividend charges
on its preferr stock, but also pay a considerable dividend on the common
stock in addi to settling up the sinking fund for the retirement of the
preferred stock into [illegible] this ‘under such a merger plan and the funding
debt into [illegible] favoring this ‘under such a merger plan and the funding
payments which [illegible] capitalization, we would thereby be relieved of the enormous
tions now outsta[illegible] interest and bonus charges now running against this indebtedness is approxi-
ments work an i[illegible] a withdrawal of capital, while at the same time the
great sacrifice, b[illegible] lice to all others at interest since they must be made at
is in an unprotected and unsecured form, and which pay-
been constantly made on the maturing notes and obliga-
tion, we would thereby be relieved of the enormous
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to settling up the sinking fund for the retirement of the
preferred stock, but also pay a considerable dividend on the common
stock in addition on its preferred stock. It is proposed that this dividend
charges on the entire proposed preferred capital
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of encumbrances, so that the preferred stock may be made applicable to the
purchase of real estate, would constitute a special fund to be applied sole

ATASCADERO, CAL., NEWS
August 8, 1924

TIPS from HEADQUARTERS by E. G. Lewis

Palos Verdes Non-convertible Notes

An increasingly large number of holders of non-convertible notes of the Palos Verdes project are listing them for exchange for the preferred stock, with its common stock bonus, of the merger corporation. Each note so listed carries to the new merger corporation a proportionate interest in the Palos Verdes trust. It seems probable that the majority interest in Palos Verdes will thereby be transferred to the merger corporation. Where non-convertible notes have not been fully paid for the payments must continue to be made to the Palos Verdes trustee until they are fully paid, before they can be exchanged for the preferred stock, with its common stock bonus, although they may now be listed and reservation will be made of a proportionate amount of the preferred stock, with the common stock bonus, for them.

SAN PEDRO, CAL., PILOT 18
AUGUST 5, 1924

WORK ON NEW LIGHTHOUSE BEGAN TODAY

G. W. Young Is Awarded Contract for Work at Point Vincente

Contracts for the building of the proposed $40,000 lighthouse on Point Vincente were awarded recently by the U. S. government to G. W. Young, a San Pedro contractor with offices at 1115 South Pacific avenue. The deal was closed when final approval to the plans was given by Fred Farnell, a government engineer and W. E. Meyers, a construction superintendent in the lighthouse service.

Four buildings are to be included in the equipment of the new beacon light. All will be of stucco design and all will conform to the general architecture of the Palos Verdes estates. Mr. Young states that the original drawings for the lighthouse and its adjacent buildings were made by the Palos Verdes people.

Work on the new project bean today. Although the contract allows until May, 1925 for completion, Young states that he will have it done within 90 days.

Manhattan Beach and a section of Los Angeles and the Palos Verdes have formed a district and propose to vote $500,000 in bonds to carry their sewage to the Hyperion outfall which is being extended farther into the ocean.

Venice and other sections

(Continued on Page 2, Column 1)

AUGUST 31, 1924

Los Angeles ... Steady Ma...

LOS ANGELES was founded an inland town, but it is marching to the sea. Its business district even, immobile as it must be, has felt the urge and its growth has practically all been to the south and west.

Jay Lawyer

Drive up Hollywood or Lookout Mountain and see for yourself the tremendous wave of home building that is rolling down toward the Pacific to meet the borders of the smaller cities that have long since been established along the shore.

Year by year it is becoming apparent that the Southern California beaches constitute a priceless asset to Southern California as a whole. Nowhere else in the United States is there a seashore that has an all-year charm and its potency has been so great as to pull the major growth of an inland city in its direction.

As a persistent advertiser, the Pacific Ocean must be credited the right to the very top of the list. There are not a dozen days a year in Los Angeles that it does not remind everyone of its charms with the clean, cool breeze that carries the message of the attractions of the beach in language that is unmistakable. No one can seek to forecast the future of real estate values in and around Los Angeles ... the section near the Beverly Hills Hotel, is an excellent example of what good restrictions and attractive basic improvements can do.

"As I said before, I think the seashore property close to Los Angeles that is properly subdivided and restricted has tremendous possibilities. There can no longer be any doubt that the main growth of the residence section is toward the sea and will eventually reach it. Close proximity to the shore will always be an asset of high value and one that will steadily increase as time goes on.

"Study the sea coast near Los Angeles for yourself and see how very, very little of it is today available for high grade residence property with good basic improvements and high class restrictions. Our beaches are yearly invaded with more and more enterprises of an amusement character, with private clubs and with industrial development.

"The increasing demand and the very limited supply of beach property that meets every qualification as high grade residential sites absolutely insures the future for such property.

"In the Palos Verdes Estates we have gone further in the matter of restrictions than has ever been attempted in the West. We have not made our standards prohibitive from a money standpoint, but we have made them strict from an artistic standpoint.

"We believe beauty has a very ... actual value in the development of any community and we ...

Road Building Activity

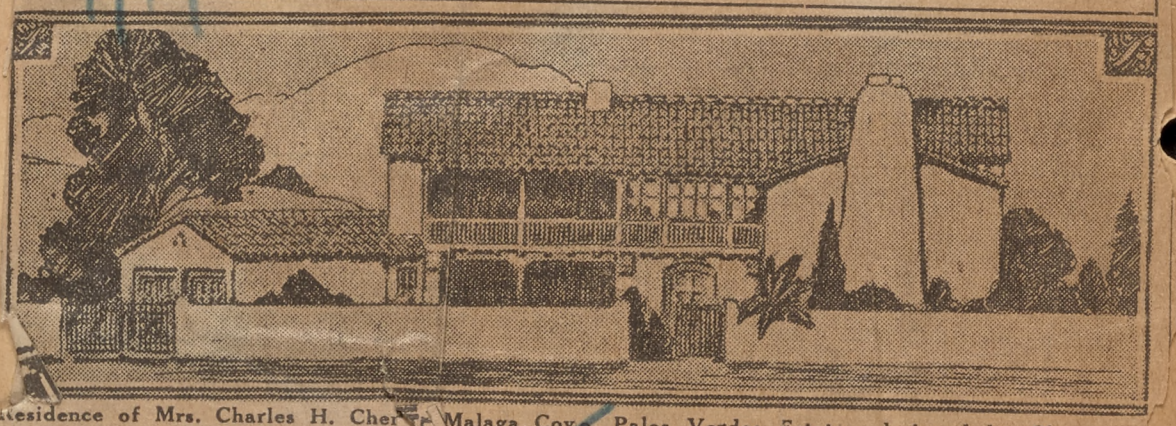
Road building is one outstanding development now under way at Lakewood, new cabin site property recently opened within walking distance of Lake Arrowhead.

...ISA

...EY FLOAT MANNED BY MOTION PICTURE CHILDREN

Los Angeles, Cal., Examiner
AUGUST 24, 1924

CHENEY HOME AT PALOS VERDES



Residence of Mrs. Charles H. Cheney at Malaga Cove, Palos Verdes Estates, designed by Clarence ... Howard, Architect, San Pedro ar...

"A house on a hill by the sea, looking down upon a long stretch of sand and breakers, and the deep blue of Santa Monica Bay, is an inspiration to any one," said Charles H. Cheney yesterday in talking of his new home at Malaga Cove in Palos Verdes Estates.

"When you have added to this the assurance that nothing can be built within several miles of you, unless up to a fine standard of architecture, planting and general attractiveness—in other words, that the neighborhood cannot be spoiled and the people around you are sure of having the same ideals of home that you have—that is the place to build a permanent residence.

"There is a very rare quality in the great views of ocean, hill and plain in Palos Verdes that can be ...

...he new development in the ...ng the western edge of San ...e coast west of Point Firmin, ...at common action among prop... ...he line becomes essential. San Palos Verdes or at least some ...equally as attractive as those ... traveller would carry away as ...lly as a blot on an otherwi...

It is no child's play to bui... ...s, carved from hills dredged u... ...be wondered that some import... ...ted. But now the ground ha... ...l and the work progressing ... ...ne take up the matter of bou... ...as the most important work...

VERDES ES...

From left to right the photographs show the home of George H. Roetner and E. R. Rowe at Ma...

BUILDING is continuing actively this month on the Palos Verdes Estates, particularly in the Malaga Cove section. The first homes, however, have been completed in the Lunada Bay and the Valmonte districts within the last week. In the Margate section of Lunada Bay, C. E. McFadyen, contractor of Redondo and Palos Verdes, has just completed a handsome hollow tile cottage of Spanish design for Mr. and Mrs. George W. Bruner.

The first home in Valmonte has likewise just been finished for J. T. Whedon, and is also of Spanish design. Two homes in Malaga Cove just finished are for Asa W. Hudson, and for George H. Roetnor and E. R. Rowe.

Construction on the golf clubhouse is actively under way, and from present indications it will be ready for use by October 1. The Chambers Investment Company plans the early construction of two more homes in the Malaga Cove section, and the Estate Mortgage & Building Company is already engaged in constructing a new home in that district.

Work has been commenced on the Government lighthouse on Point Vicente, about a mile and a half below Lunada Bay, and the material is already on the ground for its construction.

Considerable building in the Lunada Bay district will follow the completion of the great Douglas cut, which will shorten the distance between Lunada Bay and Malaga Cove by almost 2 miles.

...inn were Mr. and Mrs. Donald Lawyer, of the Palos Verdes estates, and Mr. and Mrs. Goerge Russell, of Los Angeles.

Luncheon guests on Sunday at the inn included Mr. and Mrs. F. Schreiber and Mr. and Mrs. Arthur F. Schreiber of Los Angeles, Dr. and Mrs. Erroll R. King, Dr. and Mrs. J. R. King, Miss Hazel O. King of Riverside, Dr. and Mrs. Sidney R. Burnap of Los Angeles.

Tea guests on Sunday included Mamie W. H. Haff, Mr. and Mrs. Wallace H. Haff, Miss Della Haff and John L. Haff.

The Inn was in its prettiest summer dress for the week end with quantities of red "trumpet" vine in the dining room, and "dusty miller" and statice in the living room.

...ed ...he ...eir ...ore

...this heavy demand, only one of the four wells owned by the Palos Verdes Water Company has been pumped, according to Jay Lawyer, manager of the Palos Verdes estates.

"The water level in our wells at Harbor City has not shown the slightest lowering as a result of ... order to provide a supply for ... homes built at the higher levels.

...Examiner CAL. PILOT 18
AUGUST 13, 1924

Subdi...

Complete Last Link

Western avenue will be op... from Hollywood to the sea by t... last of September, according ... present indications. Grading ... Los Angeles county forces has p... ...ceeded to the border of the ... ...raleste townsite, where the co... ...pletion of one large fill is all t... remains to be done. Through ... ...raleste the Palos Verdes Esta...

WILL YET BE "CI...

A COUPLE of years ago The ... fact that San Pedro was we... of the best lighted cities in America. ... with streets rising from the waterfront further and further into the Palos Verdes hills, with every light visible far out and across the bay, furnishes a natural site unrivalled in the world for such a city. Where has been the development along this line during the past year, of the movement so fairly started? When we allowed the power trust newspapers, the Los Angeles Express and its litter of "suburban dailies," to allow a sufficient number of voters to be deceived into joint action with the underworld opposing the police bonds, so that the power and light bonds failed by a few votes of the necessary two-thirds majority, a blow—not, of course, an irrepairable one—was struck at the progress of San Pedro. But by an overwhelming majority at the election on August 26th will render the matter one of delay only and the city can again be started along the road to realization of its dream.

...temporary covering of gravel and oil, in order to give the fills a chance to settle before the permanent roadway of concrete is laid. Those in touch with the work believe that six weeks more will see the opening to travel of the last link of Western avenue between the Hollywood hills and the sea.

"The Chamber of Commerce of San Pedro has worked untiringly for the completion of Western avenue and they are entitled to the credit for the final ... of the project," said ... manager of the Pa... tates, last week. "... in my mind th... Western will ... diate develo... of San Ped... need only ... road to ... possibilit... places."

...more wonderful opportunities ...hidden under its snows.

...al thing. It is of the spirit. ...not alway distant. It is under ...scerns it, as well as in far away

...and has been delayed and ... of the "what's in it for me" ...which (or is it who) ought to ... San Pedro is fully awakened ...tion in this, the most serious ...estiny, we may expect quick

SUNDAY MORNING.

ATTRACTIVE BUSINESS PROPERTIES

EXCELLENT INCOME

How would you like to have $1000 a month rolling in from rentals on a new brick business block, situated right in the center of two, three and four-story apartments, houses, flats and courts, all filled with potential buyers? This building occupies the only available corner at this intersection and consists of eight (8) store rooms. The rentals will show a possible income at the beginning of the fourth year of $14,640 per annum. Size of lot, 129x85. Cash to handle, $35,000. PRICE $90,000. INCOME $12,000 per year.

This property will stand the most rigid investigation.

For full particulars, call or phone—

F. T. BAKER or H. G. SPENGLER

RENT ADS DECLINE

"An interesting report," Mr. Janss states, "taken from three local newspapers, shows that there are nearly 100 fewer homes advertised for rent this month than on the same days last month. This bears out the recent statement of one of the largest railroads that has for hill-slope homesites that has been a considerable demand for cent heavier than last year. There traffic to Los Angeles is 10 per increased during the last thirty days."

Hervey M. Porter, second vice-president of the Los Angeles Realty Board, comments as follows: "General business throughout the United States has materially improved in the last six months. The real estate market in Los Angeles reflects in a degree this improvement. There is in Los Angeles an unquestioned increase in business and all brokers are

Nursery stock for the asking

Modern homes now being constructed [illegible]

terms.

AT SOUTH COAST PARK we offer tracts of ½ acre to 2 acres at from $900 to $1100 per acre on easy

We offer here tracts of 2½ and 5 acres at $750 and $850 per acre. Palisades Acres and lots at low prices and on easy terms. See Mr. Hart at Carlsbad.

The Second Annual Avocado Day will be celebrated at Carlsbad October 4, 1924

CARLSBAD-BY-THE-SEA has made such rapid strides in the AVOCADO growing industry that it is now universally recognized as being the one district where Avocados will produce abundantly and to perfection; where, by reason of absence of extreme heat or cold, no injury to trees or fruit is likely to result.

"The Home of the Avocado"

future.

Low-Jack's Bootery

"Toes We Serve Service Station"

No. 132 So. PACIFIC

Redondo of Course

Humor.

Jack's PEPPY shoes put U in

wood that Otis Mercer sells. Low-

made out of the same kind of

shoes of gone-by days, that were

comfortable as the old wooden

with, and are not nearly as un-

that Tommy Blair insures

strong as the insurance company

uses in his bank. They are as

be bought for Money like Webster

before your eyes get tired reading

That reminds me, my readers,

MY TOWN and YOUR TOWN

number is in a great many homes

to be old, and Verdes

those insurance makes

link of

time to save

in the

time it can

where, where econ-

here.

studying for the leading role for the opera "Siegfried," to be produced n New York next fall, favored them ith a number of selections. He s accompanied by Miss Margaret lson.

Four Herr Bravender, L land and F. 29, last, to in ney of Hel m lution calling $200,000 bond iss into the ocean a Efforts of Trustee action withheld u row's meeting ar failed. Threats c circulating re-call petitions against Pnier and Woodland if they proceed with the local bond elections have been made.

FIGHT MAY RESULT

It is openly predicted by some that the failure on the part of the sanitation board of directors to call a bond election tomorrow will precipitate a lively fight and one that may end in another recall election.

The estimated cost of the [illegible] sewer system is

miles of coast already com- iddle of Sep- hird of the one of the number of the Verdes link of in the time it can where econ-

TI

lligent, able and ot know of any opment in all that is in any- and independent os Verdes project its great holdings tgage, with ample a wonderful prop- s simply a matter Angeles. Mean- to do so, since its any costs of car-

driven by t

Nearly

(Adv

pa to do. the fire dep own plac LON start one or two er fires out themselves entire coa thu hunt less prac erally pra preserves ti s lands of s are mea found one struct this yea posed to Warn's Hunti o on the a see, high pi ether y par, tha master t we cal higher t want i higher earnin high drive undert One their ness. right distri prod sells and Some trans hund cour The prof one YO wh or wo roa I ho his pa to m

How the Intere

The following reached regarding allowance of inte vestments or loan change for the pre merger corporation 50% of common st

Interest will be the plans of Palos date of the investm to formulate its any interest alread had in mind just ber 31, 1924. The d re now present in the preferred stock ession of Los An- poration will date requirement and Thus, a production c o fully provide for old, carrying a bonu the management instead be figured reful and kept out interest at 7% per truction and im- to December 31, 1924 ave been already year; this interest remarkable show- case (four years) am steadily forward to stead of the 9½% t finest residential for. Thus, if the pro Los Angeles as cer- were for $4000, dated rises. Temporary it would entitle to $ lation and a stop- ferred stock, with a b lative boom in Los common stock, inste but the making of $4290 of preferred an er growth for the mon, as it would if were allowed. By th not reasonable for interest from date the nent in Palos Verdes contract would ther turns on their notes more preferred stock ear or more. In my common stock than it will probably be been entitled to if only either the trustee nor contract plus the 9½% t is responsible for

This, of course, only contrary, their man- the investments are t en able and conserva- exchanged for the sto Those who desire to master corporation, Palos Verdes interests apply where the holder d stock of the merger, investment desires to erest and bonus of 50% purchaser would not be k, are at liberty to do more than the face of That's entirely up to plus the 9½%, but co ment. In listing the as- around and secure the posed merger, no con- the new stock with the given to Palos Verdes of interest. The purch the master corporation, is going to buy as chea fees. Any notes turned and secure all the adva ge under the merger, We have no control ove ry to the merger cor- will pay no more than corresponding ADDI- he buys calls for on its not listed in the state-

Many of the securiti being turned in under th exchange for the preferr its 50% bonus, carry no i ever, but full interest fro will be figured and allowe by the auditors, just as did, thereby giving every the same deal.

It is estimated that th of full interest from date investment to December 3 amount to three-quarters dollars more than the am the face of the securities e

The Largest One

The largest single appition preferred stock in the m poration, with its comm bonus, that has so far beeg is $36,000, from a very well material in the coun- ngeles outside of in- ities, except as pro- ion 3 hereof.

This ordinance shall the owner of prop- erty while on his own land, nor shall it apply to the discharge of firearms in the necessary defense of person or property, nor to the discharge of firearms by peace officers in the performance of their duties.

Section 4—It shall be the duty of the county fire warden to en-

Poultry Farms

e to the Civic Center the beautiful section Mountain, lying along the h above it, is to be laid del poultry section under system of poultry raising. and water mains are al- and this park will be one-acre poultry frams been built into it, and a warehouse and supply g station is to be built. will embrace a Weeks' unit to 2500-hen capacity, with d and storage house at the

of this rich bottom land, [illegible] guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not over five hundred dollars or by imprisonment in the county jail for not over six months, or by both such fine and imprisonment.

Section 6—This ordinance shall take effect immediately upon the passage hereof, because the adoption and enforcement hereof is necessary for the immediate preservation of the public peace,

was aiding in pushing the [illegible]

quiring the last of the rights-of-way for the north and south extension of Hawthorne avenue, which when completed, will extend from Hollywood to the Palos Verdes hills.

Sepulveda boulevard, destined to link up with the Inglewood-Redondo road and the proposed Arizona drive

y V. Logan, s; Mrs. Cath- haplain; Mrs. hal; Fred H. rs. Bessie Lo- sie Newcomb, E. Buford, L. MacArthur, H. Crager, J. Bratager, Warder, and Harold Logan, Sentinel.

The chapter will meet every second and fourth Tuesday evenings of each month in the Searchlight Masonic Temple, 2811 East Anaheim.

The decorations at the 6 o'clock banquet were lavish. Long Beach, Palos Verdes, Bettina and Service

is operative on the Palos Verdes Estates. All restrictions agreed upon will be written into the sales [illegible] and remain in force

ONS

received Los An- the first Court Curtis scadero upon the idea to let

1924. t-Law, ceived rding

L. CAL., BREEZE 198

UGUST 23, 1924

R PLAN ON SEWAGE DISPOSAL

visor McClellan Pre- es as Head of nitation Board

Cal., Examiner

CT 3, 1924

S VERDES ER SUPPLY

heavy call upon the ody resources of the Palos triales happened to come harsh year California has law in many seasons, and has demonstrated the equacy of the Palo on supply in a very con- on.

ent of the new golf alaga Cove has called pply of water of 500,- d this on some occa- and increased to $700,00

mpt, according to Jay ager of the Palo , practically this en as been furnished by r wells of the Palo Company.

bore located near Har- the water-bearin hey tap seem to hol e supply. Our pump ot lowered the wate ghtest degree," said t week.

all us that there i ata between where cated and the ocean ted a vast under- r in that district, the watershed of d slope of Los An- the water stands at eet below the sur- and two months' lowered it.

water which we to the reservoirs t an elevation of sea. We are now ag a storage res- and a half gal- south of the golf urse to furnish a reserve supply for the course and for the adjacent district.

"The question of adequate water to be one of in- [illegible] ricts, their planners full well knowing that too much traffic is letrimental.

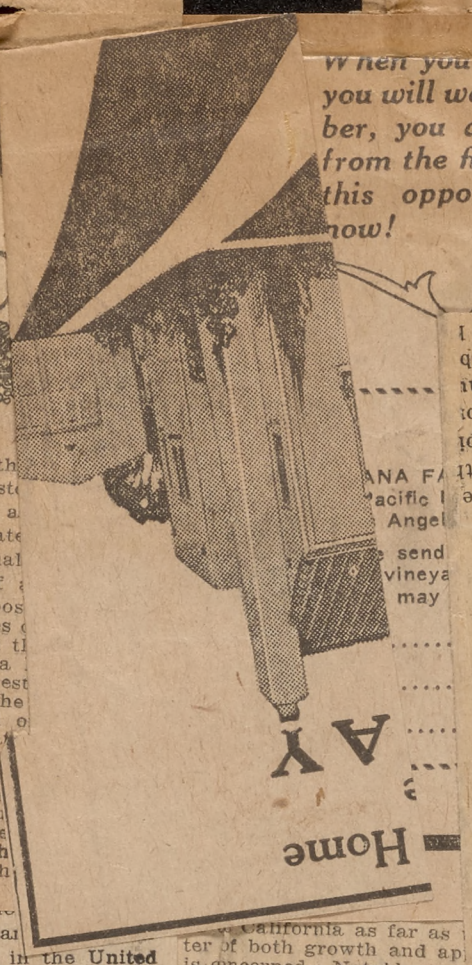
"When I was east I learned hat cities in Massachusetts petition the state highway commission to take the through boulevards to the outskirts of town, showing that these people appreciate the necessity for protecting rome trade."

News Want Ads Bring Results.

for the county's portion of the work, is busy on the last big fill feet in width with a parkway the center. This will be Cypress avenue and will be one of the most magnificent highways in the world.

There will yet be an avenue boulevard, a promenade, which, in ten years from this date will its hundreds of thousands who roll along the great White Way its dazzling brillancy of midnight wonder of the world. It will be press avenue.

Subd
Subd



Fontana Farms Progress

When September ends th
be written into the hist
Southern California an a
ment in the sale of irrigate
that may never be equal
it will mark the close of
campaign which has dispos
practically all of 5500 acres
gated vineyards planted in t
four years by the Fontana
Company on the Fontana est

The few days before the
of the campaign finds all o
acreage of planted, irriga
developed vineyards in t
of hundreds of persons f
parts of the United States a
foreign countries who pu
from the standpoint of inve
and who also bought to h
ideal homesite in one of th

undoubtedly upon the
be entirely unique a
structures anywhere in the United States.

Completely departing from the usual type of lighthouse architecture, the buildings will be of a modified Spanish type, with stucco exterior and red tiled roofs. To the officials of the Palos Verdes Estates goes the credit for this remarkable innovation in lighthouse architecture.

When the Government announced its intention of constructing a lighthouse at Point Vicente the Palos Verdes officials wrote the li
house service and told of the plans of the Palos Verdes Estates for the development of a community of homes with a uniformly high standard of architecture.

They pointed out that the lighthouse buildings would be situated very prominently on Point Vicente, and that it would be
appreciated if

California as far as
ter of both growth and ap
is concerned. Notable amo
are some of the eucalypt
of the acacias and the ceda
the Lebanon cedar and the

"Our plantings of stree
and of shrubs for the parkw
be of a different character
fornians expect flowers; t
accustomed to a profusion of
and the planting along the
is the proper place to supply

"The plantings we have
male at the entrance to the
will serve as a good exam
what we are trying to do. H
are making a background of
forest growth of trees, Monte
pres, Monterey pine and so
calyptus.

In front of them, much
dowood and other flowering
grow at the edge of Eastern
we have planted small dec
tres, such as small acacia
aders and broom.

Then in front of them fo
effects chosen to give a su
offlowers throughout the
here planted sea lavender,
latana, seaside morning g
other plants of this charact

"So much interest has
been shown in the plantin
enance of the Estates
pla in the future to label
our plants so that visitor
both the scientific and th
names for them.

"The problem of cov
sto graded banks which
struction along the hill
lefis to be one of our
sications.

hundreds or thousands of plants have been propagated in the big nurseries of the project at Palos Verdes and will be ready to transplant as soon as the rains come. The name Palos Verdes means "green tree," and it will not be long until the name again has a meaning in fact, according to Mr. Dawson.

"In the ample park areas at Palos Verdes we intend to maintain, as far as possible, a simple and natural planting," said Mr. Dawson. "We will not confine ourselves wholly to the native Cali-

means a great deal to the Palos Verdes estates, for it provides a satisfactory solution of the sewage problem for all time to come.

nile. Streets have often bee
which had no connection wi

This will likely be the case with the Muraleste, the ne
Palos Verdes development adjoining San Pedro on the nort
west. Many fine homes are soon to be erected on this tra
which promises to become one of the most attractive residen
sections of the city.

But with the exception of a rather indirect route by t
way of Ninth street, still incomplete, there will be no i
oved street furnishing its residents a direct route to the bu
s section. This ought not to be overlooked in the pl
San Pedro road work.

Tomorrow In Redondo Beach

Geography gave Redondo Beach its past; geography is giving Redondo Beach its worries about itself. And geography will play queer pranks on Redondo Beach unless its people are alert and ready to play each card in its proper place.

The old Redondo Beach is dead, the present Redondo Beach lies in a cataleptic state, and the new Redondo Beach has yet to rise from the grave. Maybe it is starting to stir—the only way to know is to go away for a few years and come back to see what has happened.

Geography will play queer pranks on Redondo Beach unless the dead ariseth and do things.

Listen—the harbor of San Pedro (and that is a better name than Los Angeles harbor) is already accredited with tonnage only exceeded by New York. New York, just as Washington and Boston, will meet the fate of the country moving away from it—heading westward-ho.

If the commerce for this community, by sea and land is one-half of what it is expected to be in the next twenty years the facilities of San Pedro harbor will require, demand, supplementary protected frontage.

This is one way geography will play queer pranks of the cenotaph of Redondo Beach unless folks get up on their mental feet and prepare for the event right now, and know what card to play. Comments have been passed around, already, based on the alleged investigations of Redondo Beach frontage by engineering experts. It would be natural, though perhaps, not altogether sub-rosa, if true.

And it stands to reason that, in the event the eastern trek westward continues, Los Angeles will build solid to the sea—the industries will advance on the harbor—and San Pedro will reach such a congestion that the navy, for instance, will require itself to move its accommodations out of the congestion. And where to?

Not many months ago the Palos Verdes Estates published an advertisement and a booklet on the subject of—where would you rebuild Los Angeles? Pointing out that the residential district would be located in this vicinity and the Palos Verdes hills and frontage. More, that, barring out the land which would be required for the industrial march to the sea and oil development, hardly any residential property now can be subdivided in the area between here and Los Angeles.

Traffic congestions—the noise and grime of a metropolitan industrial city—the new idea of living which abhors congested tenement living—all point to a rapid taking up of sea frontage.

Geography, again, planning to play pranks on us.

the buildings.

The government officials evi-
dently found the plans thoroughly
practical as well as pleasing from
an architectural standpoint for
they were accepted. A contract
for the construction of the build-
ings was recently awarded to G.
W. Young, a San Pedro contractor,
and it is planned to have them
ready for service shortly after the
first of the year.

Establish Branch Postoffice

Announcement was made last week of an order from the postal headquarters in Washington establishing a contract postoffice in Westwood. The power and water bureau first recognized the future of Westwood many monthse ago when it established a branch office. Then the city fathers and the Board of Education followed with structures and high and grammar schools in the Westwood district. Now comes recognition from the United States government through this new postoffice arrangement.

The order from the Postoffice Department becomes effective September 15, and arrangements have been made for a location at 3007 Westwood Boulevard. Westwood Boulevard is Westwood's only through north and south business street, and is adjacent to properties purchased by the Harold Lloyd, Christie and National Film companies.

Plan Yacht Harbor

In addition to the Los Angeles Athletic Clubss work which has already been started at the Riviera, immediate plans will be inaugurated for the yacht harbor a few miles north of Santa Monica Canyon, adjacent to Topanga Canyon, for the new development of the Los Angeles Athletic Club.

In thus bringing an aquatic affiliation with the balance of their seashore activities at the Riviera, the club will undoubtedly take its place as one of the largest and finest athletic clubs in the United States. Although there will be few miles separating the club golf course and polo fields a its yachting activities, the

BEACH CITIES STRONG FOR SEWERS AT POLLS

Proof that the beach cities to the southwest fully appreciate the necessity for a sewer system was shown in the result of the bond election held there on Saturday. This is of particular interest here because of a similar election in November for financing a sew system for Inglewood and the o communities in sanitation district 5, it was pointed out today by City gineer Arthur W. Cory.

A vote of approximately 12 was the outcome of the Soutl district election, which resulted passing of a $462,800 bond issue fray the cost of the sewage s The district comprsies the citi Redondo Beach, Hermosa Beach, hattan Beach, the Palos Verdes ects and a portion of the county. addition to present plans, Hermos has made application to the United States army engineer for permission to extend a pipe 1000 feet into the sea for the disposal of her sewage, according to official reports, but as to whether she will avail herself of this, if granted, after signing up with Los Angeles, is not known.

The fund of the election will be used to construct a large inter-city sewer trunk line, draining all of that territory, and con

section north of Torrance is being rapidly completed, but, being concrete, it will be allowed to "set" for several weeks before being opened to traffic.

The
will be
nter-city sewer trunk line, drain-
ng all of this territory and connect-
g with the $12,000,000 sewer outfall
f Los Angeles, located at Hyperion.
Contract for this connection al-
ady has been passed by the Los
ngeles City Council and has been
ned by the Mayor and the city
rk.

The victory of yesterday follows
years of strife in Hermosa
ach, where the sewer question
resulted in the recall of
stees and frequent changes in
y appointive offices, including
attorneys and engineers.

he vote by cities was as fol-
s:

	For	Against
Redondo Beach		
Hermosa Beach	665	26
Manhattan Beach	582	71
Totals	176	22
	1423	119

In one of the Redondo Beach precincts the vote was 200 to 0, which was considered somewhat
record.

SOUTHWEST REALTY BOARD INSPECTS PALOS VERDES

More than 200 members of the Southwest Realty Board, on their Trip last week to Palos Verdes Estates, at La Venta Inn, where luncheon was served.

More than 225 members of the Southwest Realty Board were guests on Tuesday of the Palos Verdes Estates on the occasion of one of the regular monthly educational excursions of the board.

Three huge motor buses and a host of private automobiles conveyed the big gathering of real estate men over the Malaga Cove, the Lunada Bay and the Valmonte section of the estates, and gave them a first-hand view of the tremendous amount of development work which has already been accomplished at Palos Verdes.

At noon the entire party gathered at La Venta Inn, high on the hills overlooking Malaga Cove, and enjoyed an al fresco luncheon as guests of Palos Verdes. The event was a notable one in the history of Palos Verdes, for it marked the first visit of an organized body of real estate brokers to the estates since the project was first conceived.

Following the luncheon, a number of short talks were made. C. W. Clegg, chairman of the caravan committee of the Southwest Realty Board, acted as chairman. E. T. Oakes, president of the Southwest Realty Board; Henry Clarke, director of sales of Palos Verdes, and Jay Lawyer, general manager of the project, each made brief addresses, and all emphasized the common interests of Palos Verdes and the entire southwest section of the City of Los Angeles.

Charles H. Cheney, famous city planner, who has been active in the planning of Palos Verdes, and who was a member of the traffic commission which drew up the traffic plan which will be voted on in November, talked on the necessity for added roads to relieve the traffic situation in southwest Los Angeles, and told what plans were included toward this end in the traffic plan as outlined by the commission.

At the conclusion of the talks, the members of the board were taken on individual excursions around the estates.

The huge Douglas cut, which opens a road along the shore between Malaga Cove and Lunada Bay, the new golf links and clubhouse, and many other points of especial interest were visited before the caravan returned to Los Angeles at 3 o'clock.

Architecture Blended

Too many styles of architecture on the same street do not always make a pleasing combination, a fact that is frequently evident on the residential streets of any city. Certain architectural styles clash as certain colors do, and give a displeasing effect side by side, though each house may be an excellent example of the style it represents.

To avoid such a possibility in the future growth of Palos Verdes, the art jury which has control over every structure built within the borders of the estates, has worked out a harmonious plan that provides for the blending of the different architectural styles to be permitted. Spanish, English, French and Colonial styles will all be represented in the completed city, but the different districts in which each will be permitted was worked out after a long and careful study of the tract.

"The final result of much of the preliminary work that has been done on Palos Verdes will not be fully apparent for a long time to come," said Henry Clarke, director of sales last week. "Everything

A new piece of property in the hilly section of the town of Girard is now being prepared for the market, according to announcement by Victor Girard. New units of the town lie in the highest section of the 2000-acre tract opened thus far. Each lot is layed out to preserve the natural building sites affording level ground for building at the same time providing an elevation that will give an unexcelled view of the surrounding territory.

The new section is bounded by the Mulholland Highway on the north. A part of the property lies within the restricted zone of the highway, which takes in 500 feet on both sides of the road. In accordance with the building restrictions to apply within this area, the full distance of the drive from ing and with the cliffs rising above the beach the homes there are protected from the deteriorating effects of the salt moisture so prevalent on the flat beach.

"We are developing this property along unusual lines which will always insure its beauty and desirability. Wide roadways follow the contour of the land and every site has a double frontage which is a most advantageous feature and wholly in keeping with the very high standard of improvements that are to be installed."

Sales Over Million

"Sales on Dickinson and Gillespie's three miles of shore frontage at Palisades Del Rey now total in excess of $1,000,000. Investors and homeseekers alike are realizing that their last opportunity to purchase shore frontages at original subdivision prices exists at Pali-

San Pedro and Redondo Chambers to Continue Battle For Project

Further efforts to bring the State Coast highway across the Palos Verdes estates from Redondo to San Pedro will be made at conferences in Los Angeles November 6, 7, 8 between the state highway commission and representatives of the San Pedro and Redondo chambers of commerce and of the estates.

Recall Promise

The promise made voters of this district several years ago when support was secured for a big state highways bond issue on the understanding that the shore line traffic artery and scenic drive would be extended here will be recalled to the state commission by the civic organizations

there for a number of months, so that quite a large number of them did not possess any real knowledge of the extent to which your management and trustee had carried out the large development program laid down at the beginning of the project.

For instance, we found few had any notion that thirty miles of roads and streets have been laid out and graded (nineteen miles of which have been surfaced and made ready for auto travel); that approximately fifteen miles of water main have been laid and are distributing water from one well capable of supplying 3,600,000 gallons every twenty-four hours; that electricity and gas are being rapidly installed by the Southern California Edison Company and the Southern California Gas Company; that the golf course is practically ready for play, and that the highly important work of making the Douglas Cut, which connects the Malaga Cove and the Lunada Bay districts, is about completed; that the golf clubhouse is under construction; that hundreds of thousands of trees and shrubs have been cultivated in our own nurseries (which have now grown to four times their original size); that many fine residences have been erected, others under construction, and dozens more are now being planned in addition to the important business block to be erected in Malaga Cove Plaza (construction of which will commence within two weeks.)

In short, I believe they found that the wonderful possibilities of Palos Verdes are being developed in such a way as to not only bring us handsome returns on our investments, but to reflect great credit on everyone who is in any way associated with our wonderful project.

From time to time I have issued statements of the progress of the work in

Pacific GAS RADIATOR CO.
Main Office and Installation Dept., 1140 W. Washington Boulevard. BEacon 2190.
Downtown Display, 616 W. 8th. METro. 0080.
Factory and Foundry, 1541 Rosebery.
prompt
for some
ALSO CLASSES
YOUNG MEN'S
Mondays and Wednesdays

this project that will mean so much to all concerned.

meeting.

Building Superintendent H. C. V...

...Angeles real estate is contained...
...une Janss Investment Company...
...announcement of original prices...
...a number of Beverly Glen...
...Boulevard income property sites...
...n Westwood. "Even in face of...
...the fact that the paving of Beverly Boulevard is now assured by the voting of $1,000,000 for the project a week ago Tuesday, takes Harold Janss, "we have not taken advantage of this fact to increase prices on Beverly Glen boulevard frontage.

"Beverly Glen Boulevard, now under construction, will be the main connecting link between Santa Monica and Pico boulevards. This boulevard is 100 feet wide and will be all finished from curb to curb. There will be no grade crossings. "The Pacific Electric Railway is now constructing a steel and con-

...a scenic ... of the property and at the foot ...the artistically water carved ...s there stretches a sandy beach ...full width of the property affording residents a secluded strand ...surf bathing. Two prominences thrust their noses out into ...surf acting as guards against ...nasses.

Original Price

...od news for investors in Los

...old Stoughton was the architect of t... me at Palos Verdes just comple...

Though the city of Palos Verdes when it is completed will show a pleasing variety of architecture, which ... lish, Fr... work o... has in... harmo... types

Cert... stricte... Medit... Engli... o t h... Fren...

On... co... type... hands... ha... hea... whi... teres... day.

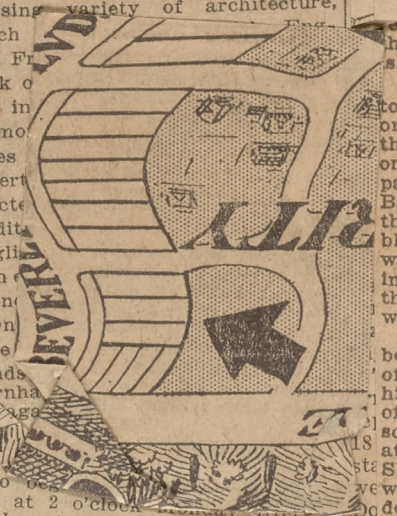
The ... uled to ... offices at 2 o'clock ... noon, has to do with suggested widening of parts of Ventura boulevard and the subsequent opening of a new subdivision in the northern suburbs of Los Angeles.

The Ventura boulevard highway committee will request the commission, it is understood, to co-operate in widening the boulevard from the Lankershim boulevard junction to Girard. The territory involved is in the vicinity of Universal City.

At present there is a twenty-foot pavement on the boulevard in this district, according to today's announcement. Those to appear before the State commissioners want the boulevard widened to seventy feet, adding twenty-five feet to each side of the present pavement. Authorization for this work, it was learned by State engineers, will probably result in definite plans for a new Los Angeles subdivision.

Though no formal statement was issued, it appeared probable the commission will receive the plan favorably if the amount expected from the State in co-operation is not unreasonable.

Representatives of the San Pedro



...he Palo Verde hills, and Catalina ...sland far beyond.

Here is the route from downtown to this superb home community only five miles from the heart of the city: Drive south on Figueroa or any parallel street to Exposition park, turning eastward on Santa Barbara avenue to Western and then south the few intervening blocks to Vernon avenue. Straight west now, and Mesa drive is crossed in a few minutes, from which point the easy ascent begins up the Baldwin hill slopes.

The construction of Angeles Vista boulevard was necessitated because of the demand for homes on this high ground; so was the extension of Forty-eighth street, slightly southward, which meets the former at the crest. Further south, still, Slauson avenue was opened westward from its old terminus at Redondo boulevard to accommodate ...nh ... building up of this whole

...costing $350,000 and declared ...be the biggest of its kind ...l length in California. In less ...n 1800 feet 315,000 cubic ...ds of material were removed, ...is stated. The figures given ...er 5.3 miles of highway. ...Western avenue grading is 98 ...cent complete for 4.3 miles ...ough the Palos Verdes Estates. ...h improvements to the present ...ch road also contemplated im...diately, the single links miss... in the coast route as 11 ...cks of Western avenue from ...edge of the estates to Sev... ...h and Ninth streets, and ex...sion of Western through Vista ...Oro and Sepulveda Heights ...the coast, according to Mr. ...guson.

...nd cooperation in making ...ome ...nior ...f the dreams come true.

Dewey Schargo, of Dewey's or...chestra, entertained with several ...usical selections during the ...luncheon and program.

$34,000,000 bond issue was voted upon in June, the board members did not have sufficient funds to accept the proposal.

The communication from the American Legion asking that the board declare a half-holiday on Armistice Day was referred to the teachers and schools committee for consideration.

...years ago, would have ... ...s hills would be threaded with roads before one ...on the comparatively level coast line?

...ers at 403 South Hill street at 8:15 a. m.

"The purpose of this one day survey of Los Angeles," said Mr. Ruddick, "is to allow our salesmen to visualize the city's new developments. It is our belief that such knowledge is necessary if we are to give the very best service to our clients."

The early stages of the trip were through the industrial section of the Northeast and an inspection of two Merrick & Ruddick subdivisions. The first, City Homes Tract, with its proximity to South Pasadena, Alhambra and many new industrial developments, attracted the favorable attention of the visitors.

The second, Riverside Drive Gardens, the center of many new

...fairways have been in ... condition for several weeks.

The outward nine measure 3082 yards while the homecoming nine total 3032 yards, which makes a total yardage of 6114. As there is no standards as to what length a championship course should measure, the fact that Palos Verdes, with its short circuit of 6114 yards, ... that it will want

...chamber of Commerce. Kinney, the secretary ... ganization, gave a very ... talk on the remarkable ... Santa Monica.

After an inspection t... beach cities, and a visit to th... La Monica ballroom, the dele... started toward the harbor. ... inspection was made of th... struction camp of the Los A... sewer outfall.

Many members of the ... were amazed at the rapid de... ment of the next point of in... the Palos Verdes Estates. T... spiring view, the many fine ... and the high class improv... caused much enthusiastic co...

At Wilmington the party ... again the guests of the city's ... ber of Commerce.

...between the harbo... ...monte section of P... bringing the new g... Palos Verdes Estat... minutes of San Pe...

The Mirlo road i... ...dondo-Wilmington ...teria, about half w... two cities.

While a student Mrs. Wentworth was a member of Kappa Kappa Gamma sorority.

...Lions' ... H. ...posed

...the ...ab... ...rest like

Subdivisions and Subdividers

Form School District

Palos Verdes is to have a school district of its own, embracing all of the Palos Verdes project except a small portion, which lies within the city limits of Los Angeles, as a result of an arrangement reached last week between the officials of the project and the Los Angeles School Board.

"It was almost impossible for the Los Angeles School Board to furnish immediately the type of buildings in keeping with the character of the Palos Verdes project," said Jay Lawyer, general manager of the Palos Verdes estates yesterday. "They recognized that the type of temporary structures which they build were unsuited to the needs of Palos Verdes, and concurred with us that the best plan was for us to withdraw and form our own school district.

"As a consequence, Palos Verdes from the very first will have school structures which will be appropriate to the project. The first school building will be erected in the Malaga Cove district and will be ready for the opening of the school term in 1925. By that time, at the present rate of building in Malaga Cove, there will be quite a community there."

LOS ANGELES, CAL., EXPRESS
NOVEMBER 4, 1924

FRIDAY MORNING CLUB

Friday Morning club has received a most appreciated gift. Mrs. Rudecinda de Dodson, a life member, has given several historic palms which will grace the club dining room. They are of the variety brought over from Spain a century ago and have been grown on the Palos Verdes Rancho since the earliest days of California.

Many parties are being arranged for the fashion luncheon at the club tomorrow noon.

Mrs. Frank W. Phelps is chairman of the Friday Morning scholarship committee this year and the work is being financed through social functions given at the clubhouse, the first of which will be a card party on Thursday, November 6.

...Suit Over Land Here

Superior Judge Fleming Hears Evidence in Important Lomita Case

Because of the fact that title to all land in Lomita is traceable back to the old Spanish grants, interest is general in the suit of Louis Dexter against F. M. Heathley, brought in Superior Court to quiet title to various Lomita lots. The case was heard before Judge John L. Fleming in Superior Court and arguments will be heard later.

Title to the land in question, it is [illegible] depends on interpreta-

Angeles Times
V 4, 1924

Gift of Palms

A valuable gift of historic palms has been donated to the Friday Morning Club by Senora Rudecinda F. S. De Dodson, a life member. The palms are artistically potted and are themselves beautiful and flawless in their growth. They are of the variety brought over from Spain and have been grown on the Palos Verdes Rancho since the earliest days in California.

The palms will decorate the large dining-room tomorrow and form the background for an elaborate fashion show when clothing for afternoon, morning and evening wear will be shown — sport togs, furs, hose, corsets and undies on professional manikins. A full-dress wedding party with all the attendants will be a feature. Many club members have made reservations to entertain parties at this function which will begin promptly at 12:30 p.m.

The public affairs section with [illegible] Tolburst, chairman, will conduct today a birth-control program after the luncheon at noon. Dr. Jennie C. Spencer will preside and Mrs. Mary Ware Dennett, president of the Voluntary Parenthood League, will speak on "Birth Control and the Cummins-Valle Bill."

Mrs. Joseph F. Sartori will speak Friday on "The Biennial;" Robert Weaver, president of the A.A.U., on "Olympic Games," and Mrs. Oda Faulconer on "The London Bar Association."

Mrs. Frank W. Phelps is chairman of the committee on scholarship for the club this year and she with her committee is financing the work by giving social functions in the clubhouse, the first of which will be a card party Thursday afternoon. The guests are not limited to club members and tickets may be obtained at the club office. No prizes will be given as every dollar will be used to keep in school needy children who but for this fund would have to help support families.

[illegible] Grey Church in the Circle,"

Beacon [illegible]

SAN PEDRO, CAL., NEWS 17
NOVEMBER 5, 1924

DELEGATION TO REPRESENT SAN PEDRO CLAIMS

Commissioners to Hold Hearing For Three Days Beginning Tomorrow

ON SOUTHLAND TOUR

Chamber Committeeman Expected to Urge Project For Port

Efforts to secure the definate concessions on the coast highway, running from Redondo to San Pedro around Point Fermin and the Palos Verdes hills will be made at the hearing of the State Highway commission, which meets tomorrow at 9 o'clock in the Pacific Finance building, Los Angeles Verdes estates management to form the territory of the old rancho into an independent school district assures us an additional school building on a commanding site in the northwestern section of the new San Pedro. Decision to withdraw from the Los Angeles school district was made as the outcome of a recent conference with the officials of the Los Angeles school board.

"Insufficient funds made it impossible for the Los Angeles school board to furnish immediately the style of school buildings which the character of the Palos Verdes project demands," is the reason given by Jay Lawyer, manager of the estates. The objection to the type of structures constructed by the school board, as unfitted to the general plan of the estates, was the reason for the withdrawal of the section from the Los Angeles district. The site at Miraleste retained for buildings and grounds is one of the most magnificent in the world, located on a bluff commanding a view of the mountains from Santa Monica to Mexico and a wide section of the Pacific.

[illegible] building which will soon arise, [illegible] of the future landmarks of the

SAN PEDRO, CAL., PILOT
NOVEMBER 6, 1924

LOCAL ORGANIZATIONS BOOST COAST HIGHWAY

Representatives of six organizations are expected to appear in Los Angeles tomorrow afternoon when the Governor's Highway Committee meets to discuss a number of roah projects in Southern California. At 4 p. m. the committee will consider the proposed scenic highway leading from San Pedro to Redondo by way of the Palos Verdes estates.

The directors of the San Pedro Chamber of Commerce, and representatives from the Golf and Country Club, the Realty Board, the Point Firmin Improvement Association, the Palos Verdes projects and the Redondo Chamber of Commerce will also be present.

At present but a small part of the highway which now borders the coast line from this city to Redondo is in an improved condition. Those who will appear tomorrow afternoon before the Highway Committee wil seek to secure the recommendations of that body for further state appropriations toward completing the road.

The Governor's Committee is composed of nine men selected from different localities in California for the purpose of investigating into the highway needs of the state. They make such recommendations as their judgment calls for after making thorough surveys of the needs and the desires of the various communities in California.

According to R. H. Beaton, secretary of the local Chamber of Commerce, the nearest representative to San Pedro on the committee is Secretary East of the Los Angeles offices of the Automobile Club of Southern California.

WESTERN AVE. IS COMPLETED TO TORRANCE

Popular Thoroughfare Becomes One of Longest Straight Streets in World, 20 Miles

Hills, to Torrance, a distance of approximately twenty miles.

At Torrance Western avenue connects with other paved highways directly into San Pedro, thus mak[illegible] thoroughfare

HIGHER GAS TAX PLAN GIVEN

Division of Income Believed Acceptable to Country is Proposed to Legislative Committee

The Legislative Committee investigating the State highway situation and feeling out sentiment regarding a rise in the gasoline tax met yesterday with the Board of Supervisors and heard from Supervisor Cogswell a plan which he said he believed Los Angeles county and Southern California would support. Cogswell, who is head of the county road work, presided at the meeting.

The proposed additional gasoline tax, he said, will bring in about $7,000,000 a year. He suggested that $3,000,000 of this be spent for the completion of the two trunk highway systems and their extension to the Arizona and Nevada borders, and that $4,000,000 be divided among three districts into which he suggested the State be divided, in proportion to the amount contributed by each. The Southern District, he said, should consist of the thirteen southern counties.

This distribution, he estimated, would give about $2,500,000 to the Southern District, to be spent by the State Highway Commission for lateral and local roads, and $1,500,000 to the two Northern districts for the same purpose.

Supervisor Cogswell declared that Southern California will not, in his opinion, support any proposal for additional gasoline tax, unless an equitable division of it be agreed upon beforehand. No action was taken on his proposal, but members of the Legislative Committee expressed the opinion that it seemed to be a fair one.

Besides the members of the committee there were present State Highway Engineer Morton, Commissioners Everding and Edwards, and representatives of the Chamber of Commerce and Automobile Club, making with the Supervisors about twenty-five in all. Thursday the committee heard from local oil and gasoline interests in opposition to the proposed tax.

The money raised by the last highway bond issue is all spent or contracted for and unless more funds are provided highway construction by the State will have to stop in about another year. The money raised by the present gasoline and motor vehicle license taxes is used for maintenance.

NEW HIGHWAY TO BAKERSFIELD IS URGED

A committee representing the Civic Commercial Association of Bakersfield appeared yesterday before the Governor's Committee of Nine here to protest against the proposed detour in the Ridge Route and to urge the construction of the proposed Matilija Highway from Tejon Pass to Fillmore or some other complete, new road that would open up the back country between here and Bakersfield and Taft. The committee from the north was composed of George Haberfelde, City Councilman and former Mayor of Bakersfield; H. W. McCray of Bakersfield and Stanley Abel of Taft, a member of the Kern County Board of Supervisors.

They report that Kern county and the San Joaquin Valley are 100 per cent opposed to the detour until some new road can be realized. The proposed detour in the Ridge Route will cost $1,500,000 or $2,000,000, they point out, while the proposed new system of roads from Los Angeles to Bakersfield and Taft, opening up new territory with its ultimate benefit to the metropolis, could be constructed for less than the proposed detour.

It was protested that no money should be spent on a paralleling detour of the Ridge Route at this time. As to the financing of a new highway, it is believed that since the proposed one would pass through Santa Barbara National Forest, a generous allotment of funds could be obtained from the bureau of public roads of the United States Forest Service, which has $7,000,000 alloted for road building in California.

For a lesser sum than the proposed detour would cost, it is argued, the Matilija Highway would open up 3,000,000 acres in the San Joaquin Valley southerly, together with the west side oil fields, and afford a flatter and safer route to motor tourists, and automatically diminish the congestion on the Ridge Route.

MIDLAND TRAIL IS URGED IN NEW ROAD PLAN

President R. F. del Valle and Commissioner William P. Whitsett of the Public Service Board met with the Governor's Highway Committee to urge that the Midland Trail between Mojave and Bishop through Owens Valley be included in the State Highway construction program for next year.

Indications have been received by the board that the Highway Commission is favorable to putting the road through and yesterday's action was taken in the hope of securing the recommendation of the committee to the Legislature in January that construction expenses be included in the first appropriation for new road work.

Petitions of representatives of the San Pedro-Palos Verdes district, including the San Pedro Chamber of Commerce, were presented for the building of the new Coast Highway from San Juan Capistrano to Oxnard so as to include the present road along Palos Verdes Hills. Plans which the Highway Commission already has drawn up call for the new road to be built directly from Wilmington to Redondo.

A request also was presented by representatives of the [illegible] bers of commerce of Barstow, [illegible] torville, Needles, Ludlow, [illegible] and Kingman, Ariz., that the [illegible] Trails Highway to the Arizona [illegible] be considered in the comprehensive [illegible] recommendation to the Legislature for early reconstruction.

[illegible] ample supply of water [illegible] os Verdes enjoys has made [illegible] splendid growth of grass [illegible] and fairways.

[illegible] w golf clubhouse commands a wonderful view over the course. It is of modified Spanish architecture and was designed by Weber, Stanton & Spaulding of Los Angeles.

[illegible] its weekly tournament there as guests of the Palos Verdes organization.

Jay Lawyer, manager of Palos Verdes Estates; Henry Clarke, director of sales, and Jimmy Fiske, professional in charge of the Palos Verdes clubhouse and course, acted as hosts on the occasion, and following the tournament entertained with a luncheon at La Venta Inn on the estates.

The formal opening of the course has been set for November 15 and 16, at which time most of the best known golfers in Southern California will try out the new course.

The new $60,000 golf clubhouse on the links will be thrown open on that day for the first time. The course itself was designed by William Bell, widely known as a golf architect, and is declared to be one of the most interesting courses in Southern California.

Fourteen out of the eighteen holes are in actual sight of the sea. Advantage has been taken of the natural barriers so that few artificial hazards were necessary. It lies on rolling ground and the holes are so arranged that the downhill shots are all into the wind, while the uphill shots have the Pacific breeze behind them.

Exclusive of the ground, the course itself has cost approximately $100,000 to complete, and is bound to attract the widest attention in Southern California's golfing world. [illegible] rough its location it resembles famous Del Monte courses more [illegible] ely than do any other Southern [illegible] fornia links.

[illegible] e course is of championship

[illegible] Mrs. One thing

Subdivisions and Subdividers

Formally Open Course

Next Saturday will mark the formal opening of the eighteen-hole golf course on the Palos Verdes Estates, and of the handsome clubhouse which overlooks the new course. Invitations are being sent out this week for the opening tournament, and it is expected that a majority of the prominent players of Southern California will be present for the initial event.

Those who have tried out the new course declare it to be one of the most interesting in Southern California, due to the skillful use which William Bell, who laid out the course, has made of the natural hazards. Fourteen out of the eighteen holes are in sight of the sea, and the course is said to resemble the famous Del Monte courses in many respects.

The new golf clubhouse was designed by Webber, Staunton and Spaulding, and was built at a cost of approximately $60,000. The course itself, exclusive of the land it occupies, has cost almost $100,000 to complete. Members of the Newspaper Men's Golf Association, who held their weekly tournament over it last week as guests of the Palos Verdes Estates, were very enthusiastic over the condition of the turf on the greens and fairways. The course lies between Malaga Cove and the Del Monte district in Palos Verdes.

An interesting feature

The regular monthly meeting of the Point Fermin Improvement association will be held this (Thursday) evening at the Point Fermin Public library at 7:30 o'clock, with numerous improvement matters of general interest to be discussed, and a large attendance is expected.

Quite a number of persons who endeavored to attend the last meeting were disappointed, owing to a mistake fixing the date on the wrong night, so that when these persons went to the library they found another meeting in progress. Notwithstanding the error, the last meeting had an unusually large attendance, owing to the lively interest now being taken in these matters.

Reports will be received on the proposed coast highway from Redondo through the Palos Verdes project to Point Fermin, from B. B. Mann, R. G. Dupuy, Mrs. B. F. MacMullen, R. G. Whitlock and others, who attended the recent hearing before the state highway commission and the special committee appointed by the governor to consider this and other state highway projects.

course, which is on rolling ground, is the fact that the downhill shots are all into the prevailing winds while the uphill shots have the breeze from the Pacific behind them.

...ont Avenue and "Broadway ...ngeles Harbor. New ...ng Beach.

With the completion of the last link ... pavement at its southern end, ...stern avenue is now one of the ...gest straight streets in the world, ending in a direct line from Los ...liz boulevard, in the Hollywood ...lls, to Torrance, a distance of ap...oximately twenty miles.

At Torrance, Western avenue con...ects with other paved highways di...ectly into San Pedro, thus making it ... new and short thoroughfare from the main part of the city into the harbor.

But Western avenue is not to stop at Torrance, even though it forms a junction with other paved highways at that place.

It will be routed over a present paved street in Torrance to Lomita, and from that point southward into the scenic Palos Verdes hills, making a turn eastward in these hills near the government military reservation and terminating in San Pedro.

Where it will eventually enter San Pedro Western ...

LOS ANGELES, CAL., EXAMINER
NOVEMBER 16, 1924

DOUGLAS ... ROAD OPEN

ALTHOUGH not fully completed, the great Douglas cut on the Palos Verdes estates, which connects the Malaga Cove and the Lunada Bay districts, was last week thrown open to travel. It provides a level road along the shore in place of the 18 per cent grade which in the old days furnished the only route along the bluffs, and shortens the distance between Lunada Bay and Malaga Cove by almost three miles.

Highway experts declare the Douglas cut to have been one of the largest single pieces of road construction ever attempted in the West. To complete only 1000 feet

Subdiv... an Subdividers

Open New Tract

For two years a large development undertaking, nearly 140 acres in extent, has been going on within a stone's throw of the business center of Hollywood and yet very few persons know anything about it. This is the hillside property north of Franklin and west of ... a n... har... hav... notable among them the Unland residence, which overlooks Hollywood from the southern end of the tract and is quite conspicuous from any part of the city.

Ponet Terrace and Tryon Ridge now represent the closest in of any

LOS ANGELES, CAL., EXPRESS
NOVEMBER 24, 1924

SMITH FAVORED TO RETAIN HIS STATE CROWN

By D. SCOTT CHISHOLM

Macdonald Smith of San Francisco, now conceded to be one of the most brilliant golfers in the world today, will have quite a job on his hands next January if he expects to retain the state open crown he won at the Los Angeles Country club last year when he oozed out Eddie Loos by a single stroke.

Loos will not be on hand but such experts as George Duncan, Abe Mitchell, Chick Fraser, Tom Stevens, Abe Espinosa, Al Espinosa, Joe Novak and Harry Pressler will be at the Lakeside links, San Francisco, to give stern battle to Smith. Reports have it that Mac is medalling the Lakeside links in the low 70s almost every time he goes out, and if that is the case he will be a mighty stiff opponent on January 15 and 16.

PRAISE PALOS VERDES

Gene Murphy, well-known sportsman, played the Palos Verdes links yesterday. Asked what he thought of the course, genial Gene answered: "I never really knew that they could build such stiff holes as some of those at Palos Verdes. The twelfth is a humdinger and although it took me a seven I think it is the best hole I ever played.

LOS ANGELES, CAL., EXAMINER
NOVEMBER 25, 1924

...pointing Menu

...an Pedro Figh... Coast High...

By A. E. Henr...
President San Pedro Chamb...

Mr. Clogston plans to ... Texas, in January.

Bert L. Clogston, chairman of the Home Builders and subdividers' Division of the National Real Estate Association, left yesterday for Chicago, where he has called a meeting for the purpose of a preliminary discussion of a number of matters which will come before the mid-winter convention of the National Association, scheduled to be held at Dallas,

Bert L. Clogston Will Spend Six Days on Train for Twelve Hours in Chicago

Examiner

...an Park District

NOVEMBER 27, 1924

CHULA VISTA I... SCENE OF BIG TOURNAMENT

By D. SCOTT CHISHOLM

Chula Vista and Tijuana were prominent in the sporting history of the borderland today. While the ponies were starting a long pro... of winter ... and stated when he was ... that he enjoyed it very much in... deed. He thought the general lay... out was representative of the best ... there is to be found hereabouts in ...

...ho I Am

SAN PEDRO, CAL., PILOT
NOVEMBER 14, 1924

Supervisors Approve... Plans for Improvement... of Western Avenue

In a letter received yesterday by the Chamber of Commerce of San Pedro from the County Board of Supervisors, it was announced

Everything has ben arranged for

Hollywood Man Plans Apartment At Miraleste Plaza

Contracts for the construction of the first building in the Miraleste Plaza group in the Palos Verdes estates will be let this week.

All buildings in the Plaza group are being carried out in similar design. The Miraleste Plaza is said to be one of the few communities in the country in which buildings will be erected to conform to a general style.

START FIGHT ON CLOSING COAST ROAD

County Supervisors to Take Hand in Road Through Ranch

Protests against the closing of the road through the Sepulveda ranch between White Point and Portuguese Bend are to be filed before the Board of Supervisors Monday by property owners and organizations interested in keen...

POINT FIRMIN ASSOCIATION MEETS TONITE

Numerous Improvement Projects Will be Discussed

The regular monthly meeting of the Point Firmin Improvement Association will be held this (Thursday) evening, at the Point Firmin Public Library 7:30 o'clock.

Numerous improvement matters of general interest will be discussed, and a large attendance is expected.

Quite a number of persons who endeavored to attend the last meeting were disappointed, owing to a mistake in the an...

SHOULD BE PUT THROUGH

Redondo and San Pedro Are Both Interested in Work

NEGLECT ONE UNIT

Nothing Done About Link From South Bay to Harbor

Little has been heard about the proposed Coast Highway that is to come along the ocean from Ventura county, pass through the South Bay cities, over the Palos Verdes hills and from Long Bea... swing over inland to San Ju... important unit of the California highway system.

NOVEMBER 19, 1924

...LEVARD ...HOULD BE ...UT THROUGH

...s and San Pedro ...ested

...Commerce called up... ...hway Commission dur... ...t meeting in Los An... ...y for this road is ... ...acute every day. ...munity of San ... ...ington, which ... ...on of over 65,... ...are several ... ...g along the ... ...d highway ... ...ened this ... ...being de... ...tfully ... ...getting ... ...from its ... ...Oxen" and other ... ...Richhart narr... ...successes, has ... ...pre-viewers ... ...out as o... ...matic a... ...of a ... ...tor's ... ...The ... ...First Nation...

holes, each one of which ...auty of the surroundings— trees, hills, sky and sea—and you have a golf links that is destined to take its rank among the foremost courses of the world.

★ ★ ★ ★

LOS ANGELES, CAL., EXAMINER
NOVEMBER 30, 1924

TO CONTINUE WESTERN AVE.

C. E. Crowley was last week awarded the contract for the grading of the final link of Western avenue between Miraleste in the Palos Verdes Estates and Seventh street in San Pedro.

Work on this short stretch will commence at once.

At the same time the Los Angeles County Supervisors called for bids on the surfacing of Western avenue between Lomita and Miraleste.

The work of surfacing the portion of Western avenue where it ... through Miraleste is already ... way by the Palos Verdes ..., and will be completed in ... future.

Building on West...

LOS ANGELES, CAL., EXAMINER
NOVEMBER 30, 1924

BREAKWATER ESSENTIAL TO FLEET HERE

1744

Urgent Need of Development at Harbor Pointed Out if Navy Maintains Permanent Base

BY RAY F. FRAZER

Investigation extending over several weeks discloses that among certain higher officers of the navy there is a feeling against Los Angeles harbor as a base for the Pacific fleet. Los Angeles continues to be the base largely because Admiral S. S. Robison prefers it so. There are other high officers who would, for personal reasons largely, prefer either San Francisco or San Diego, and their recommendations, should they come into command, would carry great weight in Washington.

Los Angeles harbor continues to be an operating base at the discretion of the admiral in command, so far as actual facts are concerned.

But even the officers who prefer Los Angeles Harbor as a base point out that certain things are needed to assure the continued use of the harbor for that purpose. Staff officers interviewed on board flagships yesterday called attention to some of the harbor needs.

NEEDS REVEALED

They pointed out that from a standpoint of war-time requirements Los Angeles Harbor would be worse than useless to the fleet in the stress of emergency. It cannot, as it now exists, be made submarine proof. An enemy could bottle up the fleet with his submarines almost without opposition.

So the first big need of the harbor is to make it submarine proof, and this can be accomplished, so say the officers, by carrying out the Greater Harbor project now under consideration. This project provides for a breakwater of great length to run from near the end of the present breakwater to Long Beach.

Such a breakwater would add miles of protected anchorage for vessels, besides making it possible for Long Beach to develop its commerce. This protected anchorage would make it much more comfortable for half a dozen vessels of the Pacific fleet which now have to lie at anchor in the open sea. Small boats running to and from shore could operate without dangers from ground swells.

Most important of all in the opinion of the naval officers, Los Angeles Harbor could then be made submarine proof. Warships behind the breakwater could be well protected, for instance, by a submarine net.

AVIATION NEED

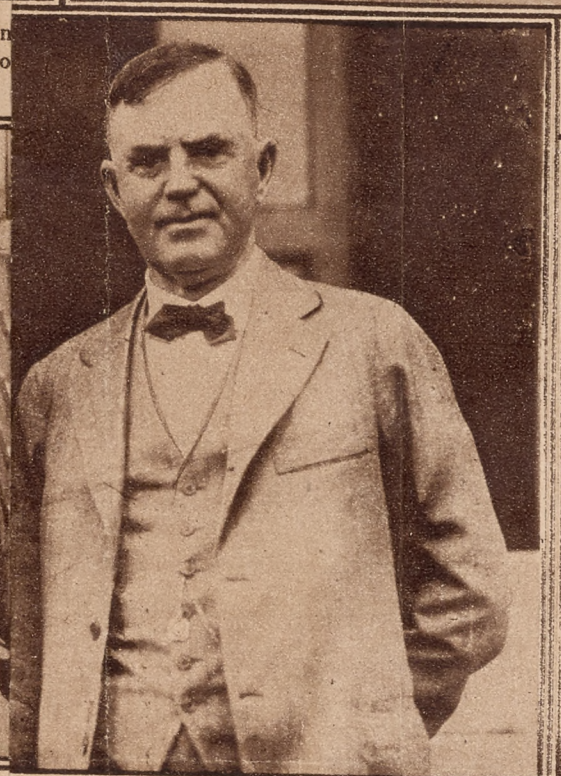
In addition to the need for a breakwater, the navy has great and immediate need for the proposed aviation field on Terminal Island. Without it airships equipped with wheels instead of pontoons can operate only from the airship tender starting and landing on its deck. There are naval reasons why the tender can not always be present in Los Angeles Harbor.

Capt. Standford E. Moses, commandant of the aircraft squadron, is working hard to have the field put in operation, but there has been a delay in the harbor bo[ard] when

Gleaned from th[e] Basket

1744

Loading onions for shipm[ent] Lakeview-Nuevo district o[f] county.



Load of Hemet Valley cotton ready to go to the gin at Perris in Riverside county.

n county sheep
ter pasture in
Valley.

enry C. Wallace, with an agricultural club Washington in a calf-club contest.
(P. & A. Photo)

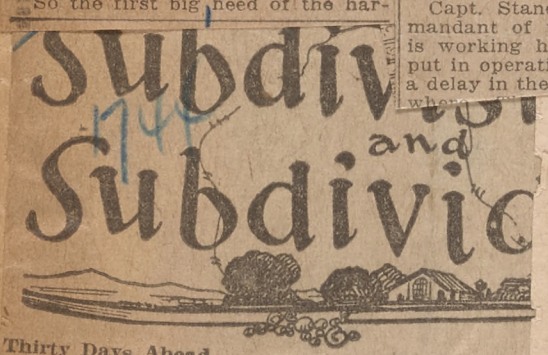
Grapes in a desert valley. They were grown at Adelanto, San Bernardino county.

Acala cotton on

New cotton gin at McFarland in Kern county.

Mrs. H. A. Hocker, Van Nuy
milk to s

Vegetable lands by the sea. A typical view on the Palos Verdes Ranch coast line between San Pedro and Redondo.



Thirty Days Ahead

Starting today Dickinson & Gillespie are holding a year-end lot sale at their beach property south of Venice and at the end of the [O]cean Speedway. Demand for [P]alisades Del Rey homesites and investments has placed Dickinson & Gillespie more than thirty days ahead of their development program for 1924.

"It finally has been brought home to Los Angeles as well as to all of Southern California that the shore line is something fixed, rigid, a commodity which cannot be enlarged or remanufactured," says Mr. Dickinson. "With more than 1,100,000 inhabitants in Los Angeles alone, it is little wonder that 93 per cent of its accessible shore line is already acquired and that the three miles of Palisades Del Rey is the last accessible beach development to be offered at subdivision prices and terms.

"Inasmuch as the majority of ocean front near Los Angeles has been given over to pleasure, amusement and commercialization, the joys of living at the ocean have been woefully dimmed. Consequently, Palisades Del Rey has restricted its entire three miles of ocean frontage to homes, and has set aside a business district at the focal point of five major highways at the rear of the development. That fact alone is responsible for more than 800 families purchasing homesites within the last ninety days. It is the underlying reason for the immediate erection of $100,000 worth of homes by individual purchasers before all civic improvements and accommodations are in.

"However, with five and one-half miles of street grading completed, with its own water system devel-

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REDONDO, CAL., BREEZE, 192
DECEMBER 9, 1924

PROTEST ANY BLOCKADE OF COAST LINE

Committee from Local Chamber at Meeting of Supervisors

ADVERSE INTERESTS

Plan a Subdivision That Would Shut Off Shore Boulevard

C. J. Funk and Capt. S. N. Dancey appeared before the Board of Supervisors today, together with other interests to voice a strong protest against allowing anyone to block the progress of the coast boulevard which is to run through the Santa Monica bay cities and on to Long Beach and San Juan Capistrano. The resolution is as follows:

Whereas, certain private interests are attempting to close and permanently block the shore boulevard from the east line of the Palos Verdes ranch for approximately three-quarters of a mile, and,

Whereas, a free and open road has been maintained along this coast line for several generations, and

Whereas, the citizens of this county and of the cities along its magnificent ocean shore in particular, have been repeatedly promised by county and state authorities that a wide scenic shore boulevard would be opened, improved and maintained near the edge of the shore and bluffs continuously from Redondo to Point Fermin, and

Whereas, the city of Redondo Beach now has dedicated to the public a splendid esplanade for approximately two miles from the center of the city southward along the shore, and

Whereas, the Palos Verdes Estates have dedicated and the supervisors have accepted, a shore parkway from 175 to 200 feet in width for four miles from the north line of the Palos Verdes ranch along the edge of the bluffs to the south line of Palos Verdes Estates as now under development, and,

Whereas, Mr. Frank A. Vanderlip and his associates, owners of the balance of the Palos Verdes ranch, have announced their intention of continuing this boulevard during the coming summer for eight miles further from the south line of the present Palos Verdes Estates to the east line of Palos Verdes ranch, and

Whereas, the county and the city of San Pedro already have dedicated in Pacific avenue and extensions thereof along the shore west of Point Fermin, a continuous, wide and splendid boulevard from the heart of San Pedro to the east line of the Sepulveda property, and

Whereas, the State Highway Commission did in 1919 promise the people of California and of this county in particular, that if bonds were voted in the sum of

(Continued on Page Five)

Beach; Miss Jamison, Huntington Beach; Mr. and Mrs. Spikes to Huntington Park and Lynwood; Miss Stipe to Huntington Beach; Miss Carr to Huntington Park; Mrs. Hood to Santa Ana, Orange and Anaheim; Miss DeVries, South Pasadena; Miss Greer, Marengo avenue, Garfield Central schools in Alhambra; Miss Herrick and Miss Kemp to Southern Branch of U. C., Ramona Kindergarten and Dayton Heights Kindergarten.

Miss Oren, Santa Monica; Miss Andrews, Inglewood; Miss Bates, Orange and Santa Ana; Mrs. Hassett, Santa Monica; Miss Lewis, Long Beach; Miss Bishop, Whittier; Miss Scanlon, Santa Monica; Mrs. Brady, Fullerton; Miss Ware, Long Beach; Mrs. Dooley, Wilmington and Long Beach; Miss VanAuken, Wilmington and Long Beach; Miss Sayer, Beverly Hills and Los Angeles; Miss Culler, Inglewood; Mrs. Vesper, Manhattan and Hermosa; Mrs. Williams, Fullerton; Mrs. Jones, Fullerton; Miss Odom, Fullerton; Miss Smith, Long Beach; Miss Gennoway, Laguna Beach and East Thirty-ninth street; Miss Cypherd, South Pasadena; Ruth Hopkins, Huntington Park; Miss Taylor, South Pasadena; Miss Payne, Long Beach; Miss Renneke, Alhambra, Monrovia and Pomona.

Mrs. Aileen Hammond Gives Word Picture of Mexico to Honor Society

A colorful word-picture of Mexico was given by Mrs. Aileen Hammond in a short talk before the Honor Society of R. U. H. S. yesterday. She told of the bullfights, the beautiful public buildings, in particular the National theatre, which is not yet completed, of the "thieves market," and many other interesting things. She spoke especially of the politeness of Mexicans, both to strangers and to each other, in particular the politeness of the men to each other.

Time was so short Mrs. Hammond was not able to tell all the interesting things that happened and promised to do so at some future date.

In the Honor Society meeting preceding the talk, further plans for the society's Christmas party were discussed. It is to be given December 15, in room 5-B at the high school, and a good time is being planned for all.

Also the Honor Society voted to join the California Scholarship Society, the state organization, and further plans for this are under way.

The Bonne Femme Club Delightfully Entertained by Mrs. Walter Holland

The Bonne Femme Club was most happily entertained by Mrs. Walter Holland of 718 First place recently, when the nearness to the Christmas holidays was featured in the pretty decorations of red and green. Vases of gay holly berries were used

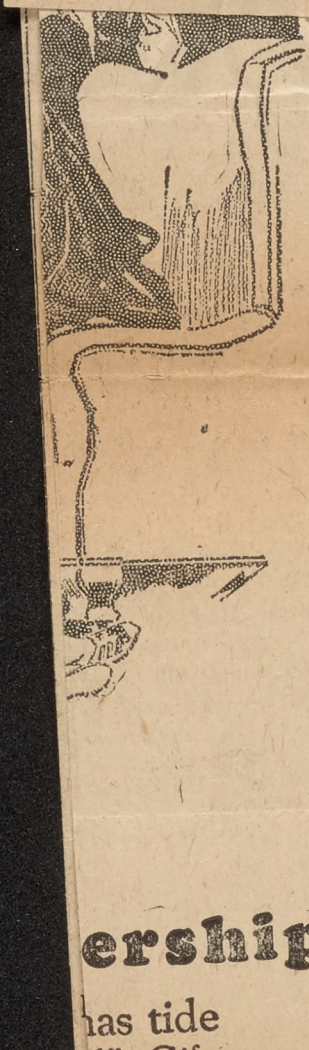
Committee from Local Chamber at Meeting of Supervisors

(Continued on Page 4)

$40,000,000, they would open and improve the highway from Huntington to San Juan Capistrano, including the road from Redondo to Point Fermin, and did in 1918 complete a survey for this state highway along the shore through said Sepulveda property near the edge of the bluff than the road which said interests are now attempting to close, and

Whereas, the State Highway Commission did again in 1922 resurvey this State Highway road and through its division engineer did request your honorable board to require Palos Verdes Estates to conform to the line of their proposed survey in filing maps of subdivisions and Palos Verdes Estates did so comply with their request made through your county surveyor.

Now, therefore, be it resolved, that the Chamber of Commerce of the city of Redondo Beach does hereby most emphatically and urgently protest against any blocking or closure of this important part of the county and state highway system and looks to your Honorable Board to protect the interests of this city and of other cities and of all other citizens of this county, to maintain this shore road open and unobstructed as a part of our system. We feel we would be unalterably injured by any shifting of the road away from the shore and we know for certain that your Honorable Board has the power and the right to prevent any such obstruction and we feel confident that you will not countenance it.



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REDONDO, CAL., BREEZE 19
DECEMBER 1, 1924

Teacher at Central School Married Here on Thanksgiving Day

A marriage that will be of great surprise to many friends, and to the faculty of the Central grammer school, was celebrated on Thanksgiving day when Miss Rosalie Carver, teacher of the third and fourth grades there, became the bride of Cornelius Hood, of the Palos Verdes project. The

Fifteen

erdes

he twelfth hole is a real feature—at In front of you is a chasm almost as ned Royal Gorge in Colorado. There is topped tee shot, while a 160-yard carry culty. The fifteenth hole is a cracker- only measures 145 yards. It is one of t a fellow never forgets. It remains ind for all time.

at nature is the grandest of all golf a certain extent, but nature in all her ave made perfect such a green and ly placed sand traps as Billie Bell did Bell made a great job at Palos Verdes. d any more difficult par four holes than s Verdes. It is a HE man course and e-hearted. A hole measuring 415 yards more than 415 yards at Palos Verdes ezes blow. Palos Verdes, as we found test of golf. To equal par will mean ly the strong and the expert can ever h perfection. Palos Verdes links, stand lace among the truly great links of the

OTIS HOYT

elected president of the Virginia Country tter, Architect

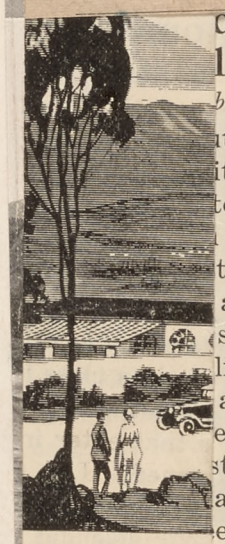
TORRANCE, CAL., HERALD 21
DECEMBER 2, 1924

Award Contract For Final Link On Western Av.

Strip to Seventh Street, San Pedro, Will Be Done Soon

he contract was awarded last k for the grading of the final of Western avenue, between aleste of the Palos Verdes tes and Seventh street in San ro. Work on this short stretch start at once.

he Los Angeles county super- rs have called for bids on the facing of Western avenue be- en Lomita and Miraleste.



HOLLYWOOD, CAL., CITIZEN—17
DECEMBER 4, 1924

PALOS VERDES GROUP MEETS

A dinner that marked the completion of two years' work of the Art Jury of the Palos Verdes project was held last night in the Palos Verdes Club building. The jury was host to the executives of the organization and invited guests. Myron Hunt, president of the jury, acted as chairman during the meeting.

DECEMBER 4, 1924

cover his money.

ART JURY BANQUET

A banquet, marking the completion of two years' work of the Art Jury of the Palos Verdes Project, was given by the jury Wednesday night for executives of the organization and invited guests. The dinner was held at the Palos Verdes club

CAL.,
BER

First Business Block Going Up At Palos Verdes

Work Starts on Two-Story Structure at Malaga Cove

Excavation for the Gardner building, the first business building to be erected in the Plaza at Malaga Cove, Palos Verdes estates, was started last week.

The building will be a two-story masonry structure, 51x141, with four stores on the ground floor.

The second story, devoted to offices, will be occupied by various departments of the Palos Verdes estates, which are now housed in the Redondo hotel.

Along 138 Miles of Beach In Two Years

Within two years a "silver spray" highway from Oxnard, Ventura county, running south along the Los Angeles county shore line through Santa Manica, Venice, Palo Verdes, San Pedro, Long Beach, Seal Beach, Huntington Beach, Newport and connecting with the coast highway in San Diego county south of San Juan Capistrano will be a reality, it is said by S. V. Courtelyou, Los Angeles division engineer of the California highway commission.

This road will open to the motorist an almost unknown land, giving access to many miles of shore line with many beaches and potential parks in a tri-county district plan to be presented to the next legislature by the Los Angeles regional planning commission, according to Secretary Hugh Pomeroy.

The construction work also will add another highway for

ART JURY HOST AT BANQUET

Palos Verdes Organization Gives Dinner Marking Completion of Two Years of Work

Marking the completion of two years' work of the Art Jury of the Palos Verdes project, members of that jury, were last night hosts at a dinner given for executives of the organization and invited guests.

At this dinner, held in the Palos Verdes Club building on the property, the jury outlined the work which it has accomplished during the past two years and outlined further plans for the future.

Myron Hunt, president of the art
Laurel, David Allison, Charles H. Creney, Robert Farquar, Myron Hunt, Jay Lawyer, J. F. Dawson, C. E. Howard, Ralph Homes, F. L. Olmstead, Henry Clark, Col. J. C. Low, Elron Musick, J. A. Hamilton and Don Lawyer.

OCEAN PARK, CAL.,
CRESCENT BAY TIMES—354
DECEMBER 5, 1924

DOUGLAS CUT ROAD OPENE

Although not fully complete the great Douglas cut on the Pal Verdes estates, which connects th Malaga Cove and the Lunada Ba districts, was last week throw open to travel. It provides a leve road along the shore in place c the 18 per cent grade which in th old days furnished the only rout along the bluffs, and shortens th distance between Lunada Bay an Malaga Cove by almost thre miles.

CAL., EXPRESS
R 4, 1924

stmas.

Art Jury A. Dinner

art jury of the Palos Verdes project were hosts at a dinner last night for executives of the organization and guests, at the Palos Verdes club building.

Myron Hunt, president of the art jury, presided as chairman, and speeches were made by J. J. Backus, Edwin Bergstrom, H. T. Corey, Jess Stanton, Arthur Faurell, David Allison, Charles H. Cheney, Jay Lawyer, F. L. Almstead, Elron Musick and Col. J. C. Low.

CITY BE IDEAL

Palos Verdes Art evelopment Future Dinner

Actuated by an idea overlooking the Pacific C nual dinner during the w cussed plans for the futu

Approximately thirty-t of roadway has been grad ty-one miles surfaced, five gas mains laid, 5808 und electric conduits laid an feet of electric service lin Approximately $3,000,000 expended to date on impro Twenty houses have been pleted, 4438 lots have be for record, and 538 lots co and deeded to purchasers November 1.

The dinner during the we graced by the presence Reba Willis, hostess and m of the La Venta Inn.

IDEALS EXPLAINED

Myron Hunt, president art jury, presided and ex the ideals on which the was founded, namely to build that should be modern in th sense of the word and as eff ly beautiful as it was practi make it.

Charles H. Cheney told early struggles in getting the essary legal restrictions so nothing would be built that be offensive to the senses. H plained that the art jury w

eautiful and art jury held n, Malaga Co rogress made body with general ma poke of h esent inclu velopment c completed, diture of m Los Angel complime progress r mistakes ere the wo

FUL HOM

aw Olmste andscape he underly t guide in of the pr hich con up sted e h s. ible Ve ite & Ma eat share of the ch meron house is due t ul manner in which s est features of the tr ountry style of archite een adapted to modern rchitect Cutter.

"In such details as th ample, the tile is n

BUNGALOW

FREDERICK LAW OLMSTEAD, internationally known as a city planner and landscape architect, is to build a handsome home on the ocean shore below Malaga Cove on the Palos Verdes Estates.

Olmsted, who has been associated from the first with the planning of Palos Verdes, last week selected a site which commands a magnificent view up and down the coast.

He has commissioned Myron Hunt, architect, to prepare plans for a residence to cost approximately $30,000, and construction is to commence as soon as the plans are approved.

The grounds will be elaborately landscaped, and full advantage will be taken of the wonderful marine view the site affords.

Mr. Olmsted's choice of Palos Verdes as a homesite is especially pleasing to the officials of the Palos Verdes Estates, for he is familiar with the finest home developments everywhere in the United States, and has been responsible for the planning of many of them.

Another fine home shortly to be erected at Palos Verdes is that for W. H. Sutherland, president of the Sutherland Flour Mills Company of Cairo, Ill.

Mr. Sutherland, who is a recent comer to Southern California, last week purchased a home site on Monte Malaga, near the new home of A. E. Cameron, and is planning to build in the near future.

LOS ANGELES, CAL., EXPRESS
DECEMBER 8, 1924

Many Clubs Ready To Take Part in Big Team Matches

With 21 clubs already having signified their intention of entering the 1925 Southern California team match championship golf tournament, the January classic is expected to be one of the feature events of the coming golf year.

Final plans for the tournament will be arranged at a meeting of club delegates at the Los Angeles Athletic club today.

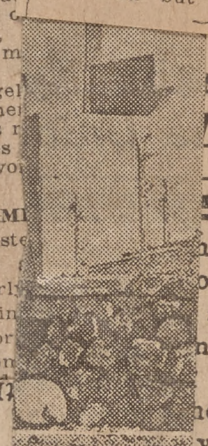
The following clubs have already sent in their entry: Annandale, Brentwood, California, Coronado, Flintridge, Hillcrest, Hollywood, La Cumbre, L. A. Country club, Midwick, Pasadena, Rancho, Red Hill, Redlands, San Diego, San Gabriel, Victoria, Virginia, Wilshire, Santa Ana and Palos Verdes.

REALTY BOARD DO NOT AGREE

Realty Men Support Demand for Coast Line Road

Will the County Board of Supervisors accept the proposed new road around the property of the San Pedro Golf Club in lieu of the road closed or insist upon a direct road along the bluff, to conform with the plans for the state coast highway between San Pedro and Redondo?

This is a question that is now up for consideration that has been not only willing to give one road but had planned two



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ere a lull in the l oom? Yes; a lull l n catching his brea thon race.

am Randolph Hea n this State, ar here on horseb

LOS ANGELES, CAL., TIMES
DECEMBER 14, 1924

"Casa Palos Verdes," by Ernest M. Pratt.

RIVERSIDE, CAL., PRESS—15
DECEMBER 17, 1924

LEWIS SUED FOR MILLIONS ON ATASCADERO

PASO ROBLES, Dec. 17.—Bankruptcy proceedings have been instituted against E. G. Lewis, oil man and manager of the Atascadero estates, by non-resident creditors who claim unsecured accounts of more than $9,000,000 are due, that $100,000 back taxes have not been paid and that no interest has been paid on outstanding bonds against the estates.

Lewis recently sued a Los Angeles bank for $16,000,000, claiming breach of contract in connection with the proposed development of Palos Verdes.

REALTORS TO THRESH OUT ROAD PROBLEM

Coast Route Matter to be Considered at Meeting

amount of $9,314,240, according to ruptcy filed with the United States Lewis.

The petitioning creditors, who place their claims at $9236, are Carl Belmont, Paul Spicer, B. C. Jewett, Mrs. B. C. Jewett and H. S. King.

According to the creditors, Lewis's assets amount to about $1,000,000. The creditors say he was owner of the majority of the capital stock of the Atascadero Beach Land and Improvement Company, which owns 946 acres of beach land valued at $1,200,000. It is averred Lewis conveyed all his stock in this concern to a trustee representing the owners of bonds covering a mortgage of $346,349.

WILL FILE ANSWER

Lewis's assets, the creditors say, now consist of stock in various corporations and in oil lands and other properties.

Lewis said last night that the suit was filed by those who are opposing a new enterprise which he has undertaken. He said he will file an answer to the complaint "in two

SAY PROMOTER NOW BANKRUPT

Atascadero Backer Will Fight Petition

appear in the petition.

The assets of Lewis, the petition sets forth, are estimated at $1,000,000, consisting principally of his

PROMOTER OF L. A. INDEBTED IN SUM OF $9,314,240

Petition in Bankruptcy Filed By Five Creditors; Assets Are About $1,000,000.

LOS ANGELES, Dec. 16 (A.P.)—E. G. Lewis, Atascadero and Los Angeles publisher and promoter, is indebted on outstanding productio contracts, notes and loans to th extent of $9,314,240, according t an involuntary petition in bank ruptcy filed in federal court her today by five creditors who plac their claims at $9,236,000, and est mate Lewis' assets at approximatel $1,000,000.

Lewis, who publishes an illustrated weekly, promoted the University City project in St. Louis, th Palos Verdes estates subdivisio south of here and the town Atascadero in San Luis Obisp county, and assisted in the promo tion of a daily illustrated newspap here. He said tonight the bank ruptcy suit was filed by person opposing a new enterprise he ha undertaken.

The enterprise, he explained would involve the merging of number of his previous project into one holding company.

ter, will issue $15,000,000 preferred stock and 150,000 shares of common stock of no par value.

"I have the consent of about 90 per cent of the stockholders to the merger but naturally in such a deal there are always some who

(Continued on Page 2, Column 3)

POMONA, CAL., BULLETIN—15
DECEMBER 17, 1924

Mountain Meadows Mas Wielders to Play at Hacienda Club

A tentative 10-man team represe the Mountain Meadows Country of Pomona will go to Whittier on urday for a practice match wit Hacienda club players, it was nounced last evening by Pro Foresman of the local club, foll negotiations carried on with the tier management.

The team to represent Mou Meadows will be announced Thu evening, it was stated. The selections will be only temporary and the final team will not be announced until early in January, when the first interclub tourney will be played by the Pomona mashie wielders.

In Class B

The Mountain Meadows team wil play in Class B, section 3, along with Red Hill club of Upland, Victoria club of Riverside and the Redlands Country club. Play in all divisions will be at scratch with 10 men on each team.

All teams in the Mountain Meadows division were announced as follows:

Group 1—Brentwood, Virginia, California and La Cumbre.

Group 2—Pasadena, San Diego, Coronado and Hillcrest.

Group 3—Redlands, Victoria, Red Hill and Mountain Meadows.

Group 4—Hacienda, Santa Ana, Oal mont and Palos Verdes.

POMONA
DECEMBER 17, 1924

Creditors Seek Lewis Millions

PASO ROBLES, Cal., Dec. 17.—Bankruptcy proceedings have been instituted against E. G. Lewis, oil man and manager of the Atascadero estates, by non-resident creditors who claim unsecured accounts of more than $9,000,000 are due, that $100,000 back taxes have not been paid and that no interest has been paid on outstanding bonds against the estates. Lewis recently sued a Los Angeles bank for $16,000,000, claiming breach of contract in connection with the proposed development of Palos Verdes.

Famous Land Promoter Is Named as Bankrupt

LOS ANGELES, Dec. 17.—E. G. Lewis of Atascadero, Cal., former St. Louis publisher, widely known as a promoter of land projects, was named a bankrupt in a creditors' petition on file in federal court here today. His outstanding oil production contracts, mine notes, loans and other obligations represent an indebtedness of $9,314,000, according to the

LEWIS NAMED AS BANKRUPT BY CREDITORS

Promoter's Debts Are

son just closed.

A large gathering was on hand for the dinner which was followed by the presentation of prizes and a dance which lasted until midnight and was enjoyed by all.

Among the successful winners may be mentioned the Debra, Vice-commodore B. P. Weston, which boat took the lion's share of trophies, consisting of the E. L. Doheny trophy for first place in the season races; the Commodore Cornish trophy for the free for all race from San Pedro to San Diego; the G. Allan Hancock trophy for first place in the "R" class race to San Diego; the M. M. Whittier trophy for first place "R" class all Southern California clubs; the Rear Commodore P. E. Jeffers trophy for first place "R" class Post Regatta; and the Palos Verdes trophy second place "R" class.

Second place for the season races, the Morgan Adams trophy went to Machree, owned by John M. Langton, Jr.

race was by Joe Pugh.

Patricia, owned by Pierre

LOS ANGELES, CAL., EXAMINER
DECEMBER 17, 1924

PASO ROBLES, CAL.—STAR
December 17, 1924

BANKRUPTCY PROCEEDINGS ARE STARTED

E. G. Lewis of Atascadero, was named as an alleged bankrupt and bankruptcy proceedings have been commenced against him by a number of his creditors who reside outside California. On Tuesday of this w ises have not been kept and th

Creditors Who Claim $9 Charge Land Promoter Indebtedness of $9,314,2

BANKRUPT CLAIM DENIED BY LEWIS

E. G. Lewis, widely known as a promoter of land projects in Los Angeles and Atascadero, today denied all allegations made against him in an involuntary petition in bankruptcy filed with the United States district court by five alleged creditors who place their claims against him at $9236. Lewis charges

LEWIS, BUILDER OF CITIES, SUED

Bankruptcy Suit Charge Atascadero Project Head Owes $9,314,240

E. G. Lewis, spectacular prom ter, publisher and city builder, in difficulties again. The originat of the Atascadero project and he of the more recent Palos Verd estates subdivision enterprise Los Angeles, has been subjected bankruptcy proceedings by fi

PASADENA, CAL., STAR-NE
DECEMBER 18, 1924

LEWIS TO FACE NKRUPTCY COUR

Verdes Promoter Is red to Owe Nine Million Dollars

LOS ANGELES, Dec. 18.—E. G. Lewis of Atascadero, well known land promoter, will face a bankruptcy petition hearing in su court here on December 30.

TRY TO FORCE E. G. LEWIS INTO INSOLVENCY

Claim His Assets A Million and Debts

E. G. LEWIS IS SUED BY CREDITORS

Palos Verdes Promoter

in the Atascad Improvement Company to a trustee representing the bond owners of a $346,349 mortgage.

Lewis has declared that he will give full answer to the bank

STO
13TH AT PACIFIC

AUTOMOBILE STEAM CLEANING
Newest method, protects paint and polish, satisfaction guaranteed. Cars called for and delivered. Phone 823-J.
Ventura Wash, Grease Rack
Corner 19th and Pacific
Phone 823-J R. M. SMITH

E. G. LEWIS SAID TO OWE $9,314,240

Petition in Bankruptcy Is

took second.

The Marco Hellman trophy for first place in the cruise race around Catalina Island was won by Aileen, owned by C. S. Smith; while the E. W. Murphy trophy for second place in the same race was won by Mandarin, owned by commodore H. L. Cornish.

The California Yacht club trophy for class "F" cruiser race at Long Beach was won by Camarada, owned by Dr. T. D. McCoy. The Charles Ramsey trophy for first place, class "B", in the same races was won by Mandarin, owned by Commodore Cornish; while the E. L. Doheny trophy for second place, class "B" was won by Rameses, owned by Charles Ramsey.

The E. L. Doheny trophy for first place, class "C" in the same races was won by Mandarin,

SANTA ANA, CAL., PRESS—58
DECEMBER 18, 1924

L OF LAND MOTER TO BE LD DECEMBER 30

ANGELES, Dec. 18.— E. G. Atascadro, well known land , will face a bankruptcy hearing in superior court December 30, it was antoday.

was named an alleged bankfive petitioning creditors his indebtedness in the les project, near here, to-

alleged bankrupt by five petitioning creditors who claim his indebtedness in the Palos Verdes project, near here, together with other obligations, amount to $9,314,240, while his assets, the petition alleges, are approximately $1,000,000.

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18.—E. G.
ell known
a bank-
Superior
30, it was

ONTARIO, CAL. REPORT
DECEMBER 18, 1924

Atascadero Broker in Bankruptcy Case

LOS ANGELES.—E. G. Lewis of Atascadero, well-known land promoter, will face a bankruptcy petition hearing in superior court here on December 30, it was announced today.

Lewis was named an alleged bankrupt by five petitioning creditors who claim his indebtedness in the Palos Verdes project, near here, together with other obligations, amount to $9,314,240, while his assets, the petition alleges, are approximately $1,000,000.

LOS ANGELES, CAL., EXPRESS
DECEMBER 23, 1924

40,000 Golf Fans See Mitchell, Di... In Coast Ex...

Norman Macbeth and 'Scot... First to Meet Britishers in...

By D. SCOTT CHISHOLI...

It is estimated that twenty to forty thousa... friends in California will see the invading Britis... nean and Abe Mitchell in action during their six... coast starting with their first match at the Wils... Saturday and terminating at San Diego on Su... Wilshire they will meet Norman Macbeth, forme... ndia and the east, a long hitter... nd an unusually sound putter, and... Armstrong, a former Californ... nia amateur champion and winner of in... umerable im... portant tourna... ments who never knows when he is licked. On Sun... day...

REDONDO BEACH, CAL., BREEZE—10S
DECEMBER 27, 1924

J. B. Potter Named to Forward Site Offered University

At the Lions' meeting yesterday President Frank L. Perry again continued the energetic committee of which J. B. Potter is head, to do what is necessary to forward the plan to secure a site in the Palos Verdes hills for the southern branch of the University of California.

The Southern California institution bids fair to some day outstrip the older university at Berkeley. A large site is necessary. A campus of several hundred acres must be secured.

In the Palos Verdes there are believed to be ideal sites.

President Perry believes this is a worthy task for the Lions.

LOS ANGELES, CAL.
EXAMINER
DECEMBER 28, 1924

Los Angel...

...OOD, CAL.—TRIBUNE
...ber 29, 1924

28, 1...

...PTCY CASE ...ST LEWIS IS ...YED TO JAN. 15

...ARBARA, Dec. 23.—... in involuntary bank... h was to have been ...day for E. G. Lewis, ... many great land ...ng Paloas Verdes and ...

Atascade... January ... Atascade... enemies ... into ban... forming ... capitalize... all his d... His li... $9,000,000... $1,300,000...

prepared ...

...between Western ... nues, approxima... and parallel to ... vard, which w... Row and de... of exclusive ... of architect...

The four... work has ... represent... mately $...

It wi... ages a... hotel roo... floors, each ... bath.

...geles for considerable time ... a study of prospects for home ... ing, the results of which le... in no doubt as to the cour... organization will pursue duri... coming year.

Preparations were ordere... sales expansion activities in...

LOS ANGELES, CAL., RECORD
DECEMBER 31, 1924

New Roads By State a...

County and state highway construction activities totaled more than $3,000,000 during the past year, representing more work on 200 miles of new paving or present paving, bridges and curve elimination in the Pacific-Southwest.

Much of this work was completed as the result of the gasoline and motor vehicle license fees and the state highway bond fund. Preliminary figures of the state controller indicate that the tax will yield more than $14,000,000 to be distributed over the state for the construc... ...betterment has ...Cali... ...the county ...concrete, ...miles ...47 miles ...6... ...miles ...macadam pavement, while 7.17 miles ...of concrete sidewalks, curbs and gut... ...ters were completed and 4.29 miles of ...roads were graded, oiled and ...screened and curbs and gutters put ...in. At the close of the year '23 im... ...provements under contract were still ...unfinished. The total expenditures ...for improvements for the year ...amounted to $659,776.57.

Dirt Roads and Bridges

New dirt roads constructed were ...Hacienda avenue, Somerset avenue ...Western avenue, through Palos Ver... ...des, Tuna Canyon road and Spunky ...Canyon road. These improvements ...were completed at an expenditure ...for the year of $82,443.08. There was ...

...ed 23.81 miles of concrete, ...the past year the county ...the state.

...LEWIS MUST FA... BANKRUPTCY

LOS ANGELES, D... Lewis of Atascadero, ... land promoter, will fac... ruptcy petition hearing ... rior court here on Dec... it was announced toda...

Lewis was named ... bankrupt by five ... creditors who claim hi... ness in the Palos Verdes ... near here, together with other ob... ligations, amount to $9,314,240, while his assets, the petition al... leges, are approximately $1,000,000.

Witness ... ceedings brought against E. G. ... Lewis, Los Angeles and Atascadero promoter, in Federal Court, Tuesday, will be examined before Bankruptcy Referee W. Preston Butcher Jr., at Santa Barbara, on December 29. Federal Judge McCormick made an order to this effect yesterday, on motion of creditors who ... ...ttlement in the case.

Hear... Ban...

File Petition On Promoter Palos Verdes

LOS ANGELES, Dec. 18.—E. G. Lewis of Atascadero and Los Angeles is indebted on outstanding production contracts, mine notes, commonwealth capital notes, Palos Verdes loans, drilling loans and other obligations to the amount of $9,314,240, according to an involuntary petition in bankruptcy filed with the United States District Court yesterday against Lewis.

The petitioning creditors, who place their claims at $9236, are Carl Belmont, Paul Spicer, B. C. Jewett, Mrs. B. C. Jewett and H. S. King.

According to the creditors, Lewis's

...ser...

...the Day—Blizzards, Longuyon—"Sha... Hits England"—California Shivers—Crime —Short Editorials

By W. HAROLD KINGSLEY

AND now the front page of the Los Angeles Times of Sur... must, according to a promise rashly made, be subjected ... what powers of news interpretation the writer is able to b... forth from a mind cluttered with Christmas lists, foreboding... Christmas bills, and the knowledge that copy for this departm... must be written hurriedly in order to maintain uninterru... flow of tpyewritten matter to our insatiable linotype oper...

* * * *

COLUMN 1—"Twenty-three Perish in Blizzards of Northw... says the headline. To one born and reared in lake-lo... Michigan, where the north wind sweeps down from Hudson's ... the news is not unusual. And yet, after thirty years of resid... in that region, it seems that I never was so cold as last ... right here in Southern California. Ten below in Michigan is ... as cold to the Michigander as 30 above is to the Ange...

The Michigander is prepared for cold weather, dresses fo... builds his house for warmth. The average Southern Califor... lives in a shell, sans furnace, sans adequate air-spaces in ... ...the Egyptian government allowed the...

...Rapid ...shru... ...amir... Verdes Es... wisdom o... aminer j... more than ... of plans ... small hou... Verdes.

Leffler ... architect, ... design, w... praise fron... jury when ... passed up ... merit.

The Palo... cidentally, ... teresting a... tions in the ... the terms ...

SOUTHWESTERN IMPROVEMENT ASSOCIATION

Organized at the Leland Street School Friday

The Southwestern Improvement Association, consisting of about one hundred property owners in the district bounded by Seventeenth street on the north and Twenty-eighth street on the south, west of Gaffey to the city limits, met at the Leland school building, Friday evening, December 19, adopted a constitution and by-laws and elected the following officers and directors.

P. J. Brannen, president; Mrs. B. F. Suiter, secretary-treasurer.

...to believe that said route having ... been heretofore chosen by said ...

...CAL. ...R 13

...EWIS AGAIN FACES DISASTER

...h the receivership of the Atascadero ...ies were the culmination, or rather ...autiful dream, that has been in pr... ...re than twenty years. Mr. Lewis is ...e claims of the creditors, and is fo... ...le of defense that he followed when ...University City, near St. Louis, Mo., was ...he is being persecuted by enemies. ...the scene of operations, and many of us ... in hard cash for first-hand knowledge, ...er viewpoint of Mr. Lewis and his oper... ...s who live at a distance, and who hav... ...nes, may have.

...is an individual of remarkable person... ..., California ...of making others believe in...

December 20th, 1924.

...pest regret that I have heard ...taken you. I understand from ...umstances that the men who ... in most cases those whom you have befriended most, and how often is this the case.

The human animal certainly has some peculiarities in his makeup that are almost unbelievable. Please be assured that you have the sincere sympathy and well wishes of all the Palos Verdes organization.

As a slight token of my well wishes and esteem, please accept the enclosed as a Christmas offering and in the spirit in which it is sent. Very truly yours,

JAY LAWYER.

The above letter from Mr. J. Lawyer, general manager of the Palos Verdes Project, was the first letter I received Monday morning. Enclosed with it was Mr. Lawyer's check for a substantial sum. Mr. Lawyer is an associate of Mr. Frank Vanderlip, and a banker of Los Angeles.

The Palos Verdes Project is in NO MANNER connected with or affected by the proceedings brought against me. My interest in the Palos Verdes Project consists of my fees as provided under the trust indenture and these fees were assigned by me to a Los Angeles bank as trustee, nearly two years ago for the benefit of my creditors. The Bank of America is the Palos Verdes trustee under its trust indenture. Enemies of the project have taken this occasion to circulate rumors that the Palos Verdes Project is involved in the proceedings against me, which is absolutely false, since the Palos Verdes trusteeship is in NO WAY affected.

E. G. LEWIS.

ROAD POPULAR

Motor travel on Sunday through the newly completed Douglas cut is proving beyond question what a popular route the coast drive between Redondo and San Pedro will prove when the State completes the improvement of the remainder of ...s route, it is declared.

The beautiful Lunada Bay section ... been brought closer to Redondo ...

Will Be C. C. Course

...up gold medals for the two ...ers on the team which wins out in the round robin competition starting January 1 and lasting six months.

Hacienda

C. F. WESTON won the turkey sweepstakes at the Hacienda Country Club course at Whittier Sunday, reports Harry Pressler, golf pro. Weston scored 85-14-71 and two players, Dr. Fred Hough and K. C. Hayes tied for second low with 90-18-72. Jack Doty won the qualifying medal in the J. W. Cox Motor Sales Company tourney with 83 gross.

Bellevue

CHARLES GUEST, pro at Bellevue, reports that six players tied for first place in the sweepstakes played at that course staged Saturday: The scores:

W. Schooling, 88-14-75; J. Hershey, 82-7-75; C. E. Reilly, 90-24-75; J. Brown, 90-15-75; J. R. Goodwin, 98-23-75; R. G. Whitmarsh, 105-30-75. Two tied for first place in the second division, F. E. Arwood, 107-37-70, and C. Trimbs, 107-37-70. In the third class B. D. Elder won with 98-25-73.

Another large turnout was recorded Sunday, with Charles Jackson winning first class prize, with 101-25-76. In the second class, three tied for honors as follows: C. Vedler, 97-23 74; H. V. Sorenson, 101-25-74, and U. C. Hasvell, 104-30-...

SUPERVISORS TO TAK... ROAD QUE...

While not taking ...

CC

Bankrupt ...

ART JURY ... NOTABLE

Palos Verde... Future Are...

Outlining the wo... accomplished durin... years and formulat...

...LDS TOTAL $9,314,240, SUIT CHARGES

Answer Declares Assets Are in Excess of $1,000,000; Pays In... debted to various persons ... advanced to ...

19... of Big ... In San Pedro

By STANLEY WHEELER

More big things happened in San Pedro during 1924 than in any previous year of the city's history. The year 1925 looms up as a period of equal or even better achievements.

In the above paragraph you have the short but significant statement of George T. Porter, long resident of San Pedro, active worker in civic affairs, and a prominent worker in the undertakings of the Chamber of Commerce and Realty Board.

In reviewing some of the projects which have taken place during the past year. Porter made no reference to notes or to records of any kind except his memory. The chances are that he left out a few of the happenings, but here are some of them.

The Fourth and Fifth Street improvement project was begun and completed as far as ... drain are concerned. In the excavations work for lowering the streets to easy grade levels, the Griffith Company, general contractors for the city, removed more than 200,000 cubic yards of earth for a sum of $258,058. Pavement in excess of 400,000 square feet was laid in the district. At present four steam shovels under the directions of C. R. Butterfield, San Pedro excavating contractor, are engaged in cutting down the high banks on private property to the new street levels.

While the reducing of the hill in the Fourth and Fifth street district is right now proving one of the most costly undertakings ever attempted by a city the size of San Pedro, the whole plan promises much in the immediate future. Many more blocks o favailable business property is being furnished, two new traffic arteries,

Los Angeles, Cal., Herald 26
DECEMBER 31, 1924

ACTION IS NEAR ON E. G. LEWIS BANKRUPTCY

Lawyers Stipulate in Case of Palos Verdes Promoter: Debts $9,314,240

With his liabilities placed by creditors at $9,314,240, and his assets at $1,000,000, E. G. Lewis, founder of Universal City, near St. Louis, promoter of the Palos Verdes estates of Los Angeles, founder of Atascadero and one of this state's most prominent promotion figures, will be adjudged a bankrupt in the court of Federal Judge James next Monday, it was revealed here today.

A hearing for creditors will be held in Atascadero as soon as an audit can be made of Lewis' books, it was said.

Federal bankruptcy officials yesterday decided on the date for judgment against the promoter following a stipulation on the part of Lewis' attorneys.

The proceedings were started against the promoter on Dec. 13 last, when five creditors brought an action of involuntary bankruptcy, alleging that Lewis had discriminated against his creditors in the payment of debts.

Lewis' attorneys deny that their client has attempted to transfer property to his wife; or that he has at any time attempted to hide, transfer or otherwise conceal his assets. The stipulation also sets forth that Lewis' assets "are in excess of $1,000,000."

LOS ANGELES, CAL., TIMES
DECEMBER 31, 1924

BANKRUPT PLEA FILED BY LEWIS

Promoter Admits Insolvency by Stipulation

Declares Debts Half Million, Assets Twice That

Referee's Hearing January 5 at Santa Barbara

E. G. Lewis, promoter of Atascadero and Los Angeles, filed a bankrupt's stipulation with the United States District Court yesterday agreeing to an order adjudging him a bankrupt. His action was taken as part of the bankruptcy proceedings instituted against him two weeks ago by five creditors whose claims amount to $9236.50. Lewis admits that during the last year he has owed more than $500,000 that he has not been able to pay. His assets, he says, are in excess of $1,000,000.

On petition of the creditors bringing the bankruptcy proceedings, Federal Judge James appointed A. R. Rutherford receiver of the properties owned and controlled by Lewis. January 5, next, was set as the date for a hearing of the cause before W. Preston Butcher, Jr., referee in bankruptcy, at Santa Barbara.

In their petition for a receiver, the creditors—Carl Belmont, Paul Spicer, B. C. Jewett, Mrs. B. C. Jewett and H. S. King—entered in particulars regarding asserted transactions whereby Lewis accumulated liabilities which they say amount to more than $9,000,000. They charge Lewis with converting assets into cash and concealing them for the purpose of defrauding creditors. Lewis denies this.

PROPERTIES LISTED

The petitioning creditors say the assets of Lewis consist of a controlling interest in the Atascadero Estates, Inc., Atascadero Beach Land and Improvement Company, Atascadero Mercantile Company, Atascadero Mill and Lumber Company, Atascadero Press, Atascadero Copper Company, Caladero Products Company, Lewis Foundation Corporation, National Graphite Company, Permanent Residence Apartment Corporation, the Woman's National Publishing Company, and certain minor interests in other corporations, and contingent fees and interests in the Palos Verdes project, oil properties in California, Montana and Wyoming, an insurance policy for $560,000, and mailing lists containing thousands of names of "potential investors" all over the world.

According to the petitioning creditors, appointment of a receiver was necessary because Lewis has received in connection with his transactions in California more than $23,000,000 part of which, they aver, is invested in the above named concerns. "These corporations," the creditors assert, "in fact are corporations of E. G. Lew-

(Continued on Page 2, Column 6)

LOS ANGELES, CAL., JOURNAL
DECEMBER 31, 1924

Articles of Incorporati

The Short Co., Inc., L A. Di
Leon Short, Mrs Alice M Short,
E Bennett, all of Los Angeles. Cap.
Stock, $20,000. Sub $3

The No-Weight Window Spring Co.,
L A. Directors, A J Houle, J A Ganahl,
D Nauman, all of Los Angeles, et al.
Capital Stock, $50,000. Sub. $500. Atty.
D Nauman, Los Angeles.

National Theatres of California, L A.
Directors, A H Emenhiser, Don P Lawhead, Paul R Crary, all of Los Angeles,
et al. Capital Stock, $5,500,000. Sub. $1100.
Atty Gilligan & Cobb, Los Angeles.

Shorten-Curtis Corp., L A. Directors,
Albert Shorten, Wm G Curtis, Chas A
Sunderlin, all of Los Angeles. Capital
Stock, $750,000. Sub. $1000. Atty Chas
A Sunderlin, Los Angeles.

Conservative Mortgage & Finance Co.,
Huntington Park, Cal. Directors, Thomas V. Cassidy, Ralph L Stephens, Walter
G Baetz, all of Huntington Park, Cal.,
et al. Capital Stock, $500,000. Sub. $700.

La Mode Inc., L A. Directors, E J
Pyle, Clara Gale, Chas A Orr, all of Los
Angeles Capital Stock, $15,000. Sub. $30.
Atty I S Baltimore, Los Angeles.

Palos Verdes Transportation Co., Los
Angeles. Directors, Jay Lawyer, J C Low
M C Johnson, all of Los Angeles. Capital Stock, $25,000. Sub. $300. Atty Musick, Burr & Pinney, Los Angeles.

Natural Gas Equipment Co., Los Angeles, Directors, B D Balthis, Esther L
Balthis, J V Thomas, all of Glendale,
Cal. Capital tSock, $25,000. Sub $400.

Motor Improvements, Inc., L A. Directors, I M McKinley, W T Peebles, J
Edgar Smith, all of Los Angeles. Capital
Stock, $50,000. Sub. $5.

Valley Laundry & Dry Cleaning Inc.,
Indio, Cal. Directors, John L Kingan,
Robt. B Smith, F G Sunley, all of Los
Angeles, et al. Capital Stock, $25000.
Sub. $50. Atty Jones & Weller, Los
Angeles.

Cert of Decrease of Cap. Stock.
The Bishopric Mfg Co of Calif., Los
Angeles. Decreased from $250,000 to
$125,000, Atty Farrand &Q Slosson, Los
Angeles.

Home Ice Co of Los Angeles. Decreased from $500,000 to $440,000. Atty Thornton & Turner, Los Angeles.
Cert. Copy.

California Hospital Holding Co., Wilmington, Cal.

Pacific Coast Terminal Co., Dover. Del.

Seacoast Tuna & Sardine Copr., Dover, Delaware.

S B Sexton Stone & Mfg Corp., Baltimore, Maryland. Atty Semmes, Bowen & Semmes.

Vogue Co., Wilmington, Del.

...od Crops and Returns

WHILE the dry conditions resulted in short crops in some lines, it appears ly that the price situation will bring many growers a return about equal to of 1923, and the short harvests will e a favorable effect on the new year's rn, due to the reduction or wiping out

his fact is illustrated by the situation egard to Southern California's principal s. It is estimated that the year's citrus- yield was $56,000,000, as against $60,- 00 in 1923; that the 1924 walnut crop ght $14,000,000, as against only $10,700,- the previous year; that beans brought outhern California growers $5,000,000, gainst $6,000,000 in 1923, and that there ubstantial returns from cotton and hay. e crops aggregate fully 70 per cent of value of Southern California products. e of the causes of greatest concern ng from the lack of rain was the feed- f cattle, and there were predictions of deaths from starvation. It now ap- that the feed situation has been much r than anticipated. In fact, there is no age of hay in Southern California. uction of alfalfa was approximately the as in 1923. This is the best possible ation of the statement that farms have ed materially from lack of irrigation. 924 estimate of State-wide production is 4,530,000 tons, as against 5,219,000 ear before.

assertion that there has been any ty of either fruits or vegetables may swered by official government esti- that California, during the year just , produced fully a fourth of the entire al output of fresh fruits and vege- . Any statement as to a shortage is berate falsehood.

reports about shortage of water for g or any other domestic purposes ild fabrications. From January 1 tober 1, 1924, there was consumed mestic uses in Los Angeles 31,125,- gallons of water, as compared with 703,920 gallons in the corresponding of 1923, according to the municipal department. Residents of the city ly bathed more frequently last year nost other inhabitants of the United and their lawns were greener than of many other cities because they ery well watered. While the commu- as advised to be conservative in the water, farmers freely irrigated their golf courses were kept moist and normal use for water was supplied.

hydroelectric power shortage was lized by rationing and economies hardly were perceptible. No restric- f any kind were put in effect until At that time a 25 per cent curtail- n uses was decided to be necessary, is applied only to street, sign and lighting, street railway service ricultural uses. Domestic uses were ffected except indirectly and by ry economies. These restrictions maintained in full ferc[illegible] dur-

"The stability of real estate values in Los Angeles is conclusively shown by the comparative figures of assessed valuations of property issued in July each year."—Typical scene of business district, looking south on Spring street shows character of construction on which the stability rests

ply of hydroelectric energy. Huge projects for further development of the potential supply are under way by the great power companies. But so fast has been the growth of Los Angeles that even the most energetic efforts of the companies have not been able to keep up with the demand. This, coupled with the lack of precipitation, caused the temporary shortage. These projects, when completed, will provide immense additional supply, but as added precaution the power corporations are rushing to completion large steam plants which will form an added auxiliary during any dry year.

Finally, the extreme activity in the outlying real-estate subdivision market, which was a natural concomitant of the great increase in population since the war, materially and properly abated about the beginning of the second quarter of the year. There was a fear that a slump might ensue, bringing with it a drop in values and distress to many persons, due to the extensive cutting up of outlying lands for residential purposes. No such evil results occurred. The intense activity in sales came to an end last spring, although several subdivisions have since been placed on the market with [illegible]

These are as follows: July, 1923, $996,950,520; July, 1924, $1,368,013,900; an increase of $371,063,380, or 40 per cent.

The foregoing analysis of our recent business situation—and the fact that there has been no such depression in and about Los Angeles as has been reported outside—is substantiated by the statistics generally accepted as indicative of business trend.

Of particular importance to us are the figures of bank deposits in Los Angeles made available as the result of the State and national calls of October 10. Total deposits amounted to $891,746,163, an increase of $96,596,571, or 11 per cent, over the call of September 14, 1923, when they were the largest of any third-quarterly call in our history. This is all the more significant since the present figures have been much less influenced by accretions through mergers with outside banks than those of the corresponding period the previous year. The percentages of increase in State and national bank deposits were practically the same. The totals were the largest of any of the calls of the year. Most striking of all is the fact that savings deposits were $438,017,443, as compared with $380,906,520 at the corresponding date in 1923, an in- [illegible] This

[illegible] personal decline, Au[illegible]ing a month of heavy buying in anticipation of the opening of school. September, 1923, dropped 18 per cent from August, 1923; hence our position was relatively better in 1924.

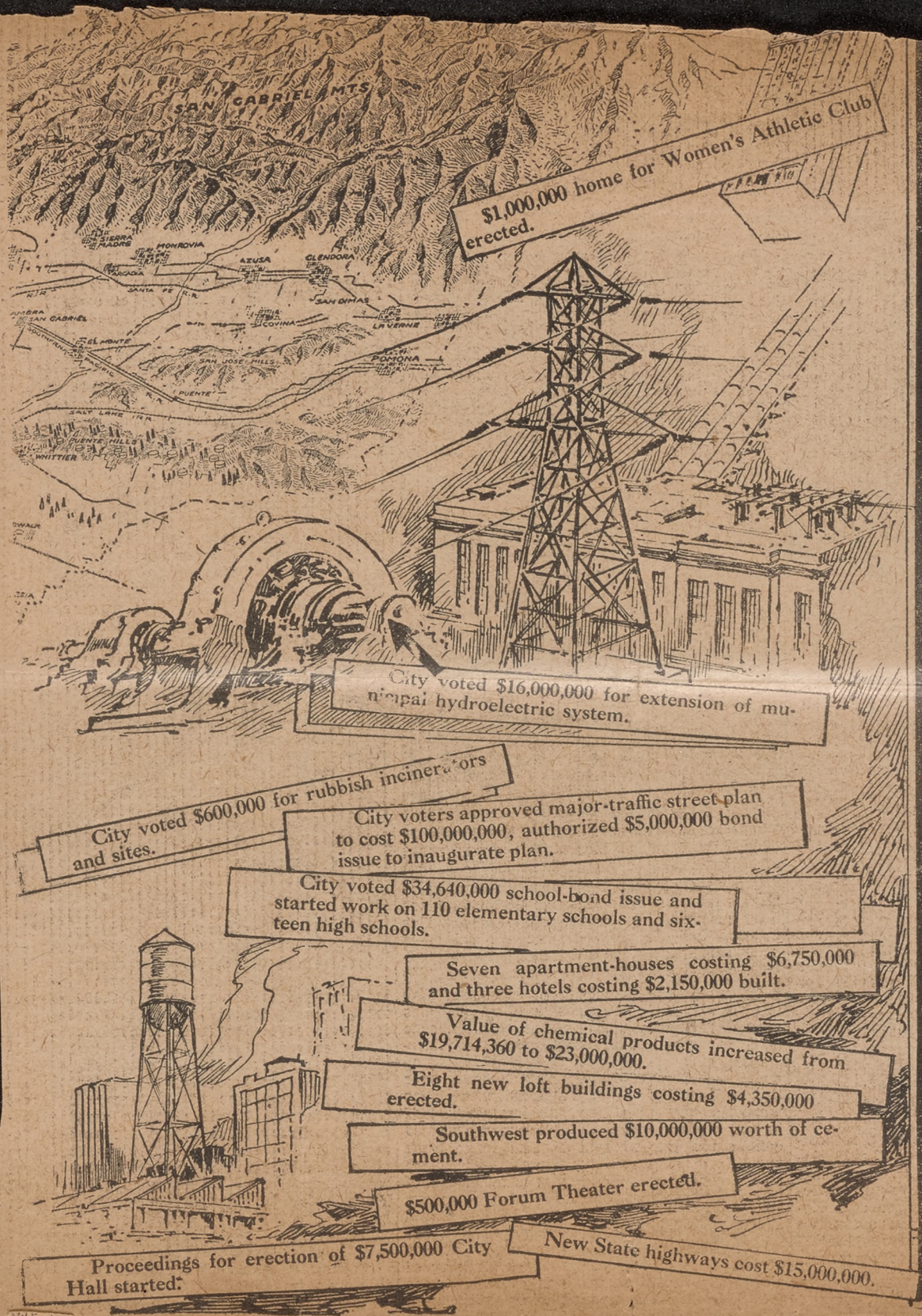
Postal receipts are a very good gauge of business activity, due to the fact that so many commercial transactions involve use of the mails. Receipts of the Los Angeles postoffice show a very healthy condition. Each month of 1924 exceeded the corresponding month of the year before. October receipts showed an increase of 19 per cent over October, 1923, and the total for the first ten months of 1924 was $6,293,984, as against $5,505,563 during the same period in 1923, or an increase of over 14 per cent.

From many additional sources could be drawn further statistics to show that conditions in every line of endeavor here are as favorable as, if not more favorable than, a year ago. For instance, the number of telephone installations on the Los Angeles exchange at the end of October was 252,500, as compared with 207,980 at the same time in 1923, an increase of 21 per cent. The number of water services in use at the end of September, 1924, was 203,599, compared with 185,476 at the same time in 1923, an increase of 9 per cent. The number of services increased 7 per cent since January 1, 1924. The number of gas meters in service on November 1, 1924, was 328,955, compared with 293,509 at the corresponding date in 1923, an increase of 11.9 per cent. The number of revenue passengers carried by the street railways was 5 per cent greater during the first nine months of last year, as compared with the corresponding period of 1923. Average school attendance was 14.5 per cent greater than the previous year, and attendance at the two leading universities in Los Angeles 9.8 per cent greater. The total commerce passing through the harbor during the fiscal year ended June 30, 1924, was $634,939,403, which was $75,000,000, or 11.8 per cent, greater than that of the previous year.

In closing this review there is a word to be said about the building situation. Having to some extent caught up with demand, we built rather less feverishly, but our activity is still well above normal. The monthly building rate in Los Angeles should be about $9,500,000, considering the present population and the current level of building prices. It averaged $13,000,000 per month when, at the end of September, we had accumulated a total of $128,469,000.

Not only did Los Angeles build at a substantial rate in 1924, but it held a high place in the nation's building. During the first three-quarters of the year it stood fourth among all cities of the country, exceeded only by New York, Chicago and Detroit. It outdistanced Philadelphia, more than doubled Boston and Cleveland, and more than trebled Baltimore, St. Louis and Washington, D. C. On the Pacific Coast it reared five times as great as either Oakland, Seattle or Portland and almost exactly trebled San Francisco.

Taking these facts into consideration—and they can be abundantly verified—we must conclude that the current derogatory reports about conditions in Los Angel[illegible] maliciously false.



$1,000,000 Weid Canyo[illegible] Fish dam erected.

Preliminary surveys made for $25,000,000 San Gabriel reservoir.

Customs collections increased to $4,294,562 from $3,811,808 in 1923.

Chamber of Commerce built $4,000,000 home.

Plans laid for world's greatest aqueduct from Colorado River to Southern California cities. cities.

Assessed valuation of county increased from $3,916,154,320 in 1923 to $5,276,279,960 in 1924.

$5,000,000 improvements to County Hospital, Olive View Sanatorium and County Farm begun.

City's population increased from 950,000 to 1,075,000.

Year's natural-gas production 300,000,000,000 cubic feet.

Southwest produced 275,000 bales of cotton.

City gained 700 new industries, making total of 5800, including seventy nationally advertised concerns.

$68,300,000 harbor exports double those of 1923; imports valued at $30,535,486; freight handled through the harbor amounted to 19,425,000 tons, as compared with 11,495,465 in 1923; intercoastal shipments passing through the harbor amounted to 9,973,988 tons, or two-thirds of intercoastal freight passing through all Pacific Coast harbors; eleven new steamship lines; 5790 vessels called at the port.

Sardine exports of 45,000,000 pounds, valued at $3,450,000, was more than half the sardine export of the entire country.

150 miles of new streets paved at cost of $1,500,000.

17,800 new dwellings and apartment-houses for 27,900 families.

Crops: Oranges, 20,000,000 boxes, worth $45,000,000; lemons, 5,500,000 boxes, $9,650,000; walnuts, $10,000,000; barley, $15,000,000; 2,060,000 bushels beans, worth $12,000,000; cantaloupes worth $15,000,000.

COUNTRY CLUB MAGAZINE 345
JANUARY, 1925

Dick Linares turned in the best score over the new Palos Verdes course when the professional golfers of Southern California held a special tournament there. Linares, who holds the championship of that organization at present, made a 76. He started to score from the very start, sinking a thirty-foot putt for an eagle 3 on the long No. 1 hole.

Jay Nunnally, the young professional from B. H. Dyas, was second with a card of 77, while Joe Martin of the Virginia Country Club, Long Beach, turned in a 78. Tough luck in putting gave Vic Owen of Palos Verdes a 79. Harry Pressler, George Kerrigan, Charles Guest and Earl Howe tied for fifth place at 80.

The Palos Verdes Country Club links was the scene of the first tournament staged by the new Potrero Country Club and it was a howling success. Over sixty-three of the members took part and the following members won trophies, of which there were aplenty: O. S. Thompson, Thos. E. Thompson, Geo. B. Thatcher, P. W. Garn, Lee S. Kucker, W. S. McGinnis, and Mrs. A. W. Buchheit, while among the donors of prizes were Chas. Spiers, B. A. Rowell, J. H. Bean, Chas. King, F. H. Dolan and Lee S. Kucker. The Tournament Committee consists of C. J. Jennings, Jr., T. R. Tingle, B. A. Rowell, A. B. Ebner, and W. M. Macdonough.

HUNTINGTON PARK, CAL., NEWS
JANUARY 2, 1925

OUTFALL SEWAGE PLANS EXPLAINED TO WATTS BOARD

Engineer Williams' Outfall Scheme Ready in 2 Years

Plans of the metropolitan sanitary district No. 1 of which Watts will be a part, were outlined Monday by Chief Engineer Williams at a meeting of the Watts board

time, he said,

Highway Information

The following information on highways was issued by the touring bureau of the Automobile Club of Southern California under date of December 31, 1924. Motorists Coachella Valley and the Salton Sea continuous pavement will be found either via the Foothill or Valley

San Bernardino to Arrowhead Lake, that is Waterman Canyon, or Cajon Pass-Hesperia, are open and passable with but little difficulty. Due to snow conditions in the Big Bear Lake district it is advisable for motorists to yet use er leaving Clifton by the Sea the motorist will find graveled road eral paved routes back to Los g

NOTABLE GATHERING AT ELKS HOME TO DISCUSS SITE FOR UNIVERSITY

Representatives Present from Numerous Cities in the Southwest Section, Including Long Beach, Wilmington, San Pedro, Lomita, Ingle- Hermosa, Redondo, Lawndale

S CONSIDERED

Outline Some of the ered in Establih- Southern titution

REDONDO BEACH, CAL., BREEZE—19S
JANUARY 3, 1925

Work

HEAVY GUNS BROUGHT TO BEAR HERE

Working Hard to Secure State University for Palos Verdes

COMMITTEES BUS

LOMITA, CALIF., NEWS-
JANUARY 2, 1925

5c Pe

ished Semi-Weekly

LOMITA, CALIF., FRID

ERSITY F

with Claire Windsor, Bert Lytell
Comedy—Fables—News
BUCK JONES
—in—

PALOS VERDES SITE UNDER CONSIDERATION

Chamber of Commerce at

LOS ANGELES, CAL., EXAMINER
JANUARY 4, 1925

MAIL FOR U. C. HERE

Southern Branch of University to Consider New Location

P. V. OFFER IS REPORTED

Harbor City C. of C. Names Delegate to Aid In Movement

A special meeting of the Harbor City Chamber of Commerce was held Tuesday evening, by request of various other civic bodies in this section, the object being to appoint a delegate to work with delegates from other organizations in an effort to bring the Southern Branch of the University of California to this

UNIVERSITY SITE OFFER TO BE MADE

Palos Verdes' Mild Climate Is Emphasized

THE surprisingly mild winter climate of Palos Verdes was strikingly emphasized during the recent

JANUARY 5, 1925

OFFER ATTRACTIVE SITE FOR COLL

CITIES COMBINE TO ATTRA NEW BRANCH OF STATE UNIVERSITY

[LOCAL CORRESPONDENCE]

INGLEWOOD, Jan. 4.—A mee ing will be held here on Monda of representatives of a score o neighboring cities to agree to ar offer of 1000 acres of land, includ ing the crest of the Palos Verdes Hills on which can be built th

LOS ANGELES, CAL., TIMES
ANNUAL MIDWINTER NUMBER
JANUARY 1, 1925

LOS ANGELES DAILY TIMES

Postoffice receipts, $7,918,627.

596 new subdivisions opened.

New playgrounds cost $500,000.

Automobile Club of Southern California increased membership to over 100,000.

Sixty-two new churches erected at cost of $7,307,000.

October enrollment of city public schools increased from 187,990 to 201,544.

$100,000,000 street-improvement program launched.

Elks begin erection of $1,500,000 home.

$60,000,000 realty deal consummated preliminary to immediate erection of $5,000,000 building for Barker Brothers.

$175,000 dormitory for Occidental College built.

University of Southern California spent $320,000 for new buildings and $200,000 for us addition.

City voted $1,600,000 bond issue substations; began work on $1,000,000 extension of police and fire-signal system.

$2,500,000 expended on Palos Verdes project; to cost $7,500,000.

City spent $5,000,000 on harbor improvements and voted $400,000 bond issue for fireboat.

$ 250,000 home for First Presbyterian Church built.

$400,000 building for Ninth Church of Christ, Scientist, erected.

St. Paul's Cathedral erected at cost of $750,000.

Construction of $700,000 unit of new $3,000,000 museum in Exposition Park begun.

City voted $1,000,000 fo

ovements at des Estat

n investment of a little more 300,000.

"Two of the greatest indivi asks completed during the st closed were the building of Douglas Cut, which opens the r ong the shore between Mal ve and Lunada Bay, and the c tion of the Palos Verdes urse and golf club house. The course has proved extr pular—so popular, in fact, of our first tasks in 1925 to construct an addition to house in order to accommo large number of players already playing regularly course.

ES AND SHRUBS

ne of the biggest changes wh will bring about at Pa es will be through the ve plantings of trees s. We are planning dur ar of 1925 to set out a qua million plants and tree ave been propagating urseries at Palos Verd teen more miles of roa ded and surfaced in more miles of water laid, and eight more

city of Palos Verdes way, and its grow momentum from

The 1925 program is inevitable because the industrial expansion development of

ith every month."

THE COAST HIGHWAY

Congratulations are due both the representative of the San Pedro Golf and Country Club and of the Palos Verdes project for the splendid spirit shown by both sides in settling the controversy over the route of the Coast Highway between Point Fermin and Redondo Beach.

The settlement effected yesterday before the Board of Supervisors providing for the eventual opening of two roads instead of one shows that the subject was approached in a big broad way by far-sighted business men and public spirited citizens. The offer of the golf club officials to put a deed to the right-of-way for the lower road in escrow with the county officials, for delivery when the road is to be improved, and open the upper road in lieu of the one closed, was a fair proposition acceptable to the

---

INGLEWOOD ALSO AFTER UNIVERSITY

Inglewood, Jan. 5.—A meeting will be held here on Monday of representatives of a score of neighboring cities to agree to an offer of 1000 acres of land, including the crest of the Palos Verdes hills, on which can be built the most magnificent Acropolis in the world, for a site on which to lo-

---

roposed University Gift Will Be Signed

INGLEWOOD, Jan. 4.—A score of representatives of Southwest cities will meet in Inglewood tomorrow o put their signature to a gift to e State of California, a thousand cres on the lofty summit of the alos Verdes hills, as a site for the proposed $6,000,000 State university for the Southland. The gift will be offered to the committee headed by Henry W. O'Melveny of Los Angeles, which is expected to make a decision on Tuesday.

JANUARY 5, 1925

ALOS VERDES OUNDER RULED TO BE BANKRUPT

. G. Lewis, founder of Palos des and Atascadero projects, as today adjudged bankrupt in he court of Federal Judge James. A petition to have Lewis' insolency declared was filed on December 15 by Carl Elmond, Paul Spier and B. C. Jewett, Mrs. B. C. wett and H. S. King on claims them over to his wife.

JANUARY 5, 1925

EET TODAY TO SETTLE COAST ROAD PROBLEM

oard of Supervisors

SAN PEDRO, CAL., PILOT

JANUARY 6, 1925

SUBMIT OFFER FOR BRANCH UNIV. SITE

High Hopes for Location in Palos Verdes

the use of the Normal school.

President A. E. Henning of the

LEWIS RULED IN BANKRUPTCY

E. G. Lewis, founder of Atascadero, promoter of the Palos Verdes Estates, founder of University City, near St. Louis, and a nationally known promoter and organizer, was yesterday adjudged a bankrupt by Federal Judge James.

A creditors' petition alleging in-

NORTH LINE SELECTED BY SUPERVISORS

Route by Coast Also Provided in Final Agreement

(Continued on pa

STANDING AT TH

MOST San Pedrans understand that their city only stands at the threshold of its growth and that the coming years will show progress unparalleled in its history. True port, industrial and shipping growth, the result of the opening of the Panama Canal and the change in the trade routes of the world, cannot be expected to maintain the phenomenal rate of progress which followed that event and made here, almost overnight, one of the great trade centers of the world. But it must be remembered that San Pedro did not receive the full benefit of these conditions. It had to divide with Long Beach and Los Angeles, so far as population gains were concerned, from its inability to furnish living accommodations for the resultant rush of new comers. And it may be just as well that much of its most desirable

JANUARY 6, 1925

UNIVERSITY SITE PROPOSALS TODAY TENDERED REGENTS

SUBMISSION of the joint proposal to locate the southern branch of the state university on a site in the Palos Verdes estate was made today to the Board of Regents' committee of 25 by A. E. Henning, president of the San Pedro chamber of commerce

cation [illegible] company with Palos [illegible]des representatives.

Mr. Henning was deputed to make the submission at :30 p. m. today in a meeting at the Van Nuys building in Los Angeles.

Board of Regents to Meet Tomorrow to Select University Site

Officials of the San Pedro Chamber of Commerce are still hopeful of securing the Southern Branch of the University of California for the Palos Verdes Estates following a special meeting of five representatives from various cities in this city last Satur-

[illegible]es Transportation company capital stock of $25,000 [illegible]ed today by state au- [illegible]rectors were named [illegible] and M. C. John- [illegible]ngeles and J. C. [illegible]erdes, and the at- Musick, Burr & Pin-

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JANUARY 6, 1925

E. G. LEWIS ADJUDGED BANKRUPT

Promotor of Palos Verdes Estate Denies Liabilities Total Nine Millions

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Palos Verdes University Is by Chamber C[illegible]

PALOS VERDES HILLS, due west of [illegible] of the Long Beach Chamber of Co[illegible] for the University of California, Southern Br[illegible] was made today by H. F. Burmester, Presid[illegible] member of the committee headed by James [illegible] Collins, that the committee has decided to indorse that location.

The Palos Verdes site was put forward by the Redondo Cham- [illegible] of Commerce.

The committee also made spe-

OFFER 6 SITES FOR NEW U. C. BRANCH

Committee Favors Location

quent date to the university's board

MANY BRANCH VARSITY SITES ARE SUBMITTED

To Be Considered by Regents at Tuesday Meeting

(Continued on Page Two)

1000 ACRE PROPERTY

LOS ANGELES, Jan. [illegible].—A 1,000-acre site in the Palos Verdes sea coast [illegible]

[illegible] CAL.—JOURNAL

January 7, 1925.

UNIVERSITY OFFERED THOUSAND ACRE SITE

LOS ANGELES, Jan. 6 (by the As-

San Luis Obispo (Cal.) Herald

January 7, 1925.

facts, and to discard theories hastily generalized from a few facts.

[illegible] PRESS-TELEGRAM—[illegible]

JANUARY [illegible]

JANUARY 6, 1925

HALF a breakwater is better than no breakwater; and on this theory the news which comes from Washington is not discouraging. Moreover, by the time the proposed $3,500,000 appropriation is expended it is quite possible that other Governmental aid will be forthcoming. The bill as it stands now is a compromise agreed to apparently by Congressional leaders and by the President. While Congressman Lin- berger states that [illegible] definitely kn[illegible] will pass, [illegible] it will fin[illegible] will be ap[illegible] Executive [illegible] gaining a [illegible] jority. Th[illegible] breakwater [illegible] concerned.

GLENDALE, CAL., NEWS—9

JANUARY 7, 1925

BURBANK BIDS FOR COLLEGE LOCATION

Glendale Backs Neighboring City for U. of C. Site

[illegible] ANGELES, CAL., EXAMINER

JANUARY 7, 1925

ALOS VERDES ITE FORMALLY FFERED U. OF C.

[illegible] university presi- [illegible]nt, and to a second committee ap- [illegible]s of the Palos Verdes ident Campbell, the 1000-a[illegible] site in the Palos Verde hills. Henry W. O Melveny, of Los Angeles, is chairman of the Board of Regents site committee. The Los Angeles reports also state that O'Melveny and the committee of 11 will taken for a tour of inspection of [illegible] Palos Verdes site next Sunday.

MONA INC

MANY SITES

CITIES ON HAND TO CLAIM UNIVERSITY

two valley sites agreed upon here. One of these is in the vicinity of Chino and the other is the site of the Pacific Colony and they are as good or better than any other.

Federation of Women's clubs with a site on the Huntington Library tract. ing yesterday as to when the regents would act on the matter.

THIRTEEN IN CONTEST FOR SO. BRANCH

ANGELES, CAL., TIMES

JANUARY 7, 1925

VERSITY OFFERED EACH SITE

Sixteen Commerce Bodies to Make State Institution Regents Proposal Today

Representatives of sixteen cham- [illegible] to accommodate 150,000 persons can readily be erected; that the soil is deep and rich on successive benches rising from 500 to 1200 feet, making it val

---

JANUARY 7, 19[illegible]

Palos Verdes Site for Scho[illegible] Under Discussion

Hermosa Beach and Other Contiguous Cities Bid With 1000 Acres

What the Venice, Santa Monica-Ocean Park and Sawtelle Cham- that would be highly desirable for a university site.

SAN DIEGO, CAL., SUN 47
JANUARY 7, 1925

COLLEGE HERE?

Hardy Proposal Receives Impetus As U. C., S. B., Plan Grows Remote

The proposal of Pres. E. L. Hardy of State college for its development into a big local university received a new impetus today

ASSERT SITE IS SELECTED

Santa Monica Hills Declared Chosen for University Location

elaborate plans and talks of sites in their

Redondo Beach

Redondo Beach is the oldest of the three beaches situated at the south of Santa Monica Bay and claims a population of 11,000. This figure has doubled in the past four years. The city of Redondo Beach during the present year will not only spend some $250,000 for an ornamental lighting system, but in addition $462,800 will be spent for the district sanitary sewer system, $50,000 for fire equipment, $35,000 for incinerator and garbage disposal and $300,000 for street improvements. A project is also under way for the purchase of South Beach, which lies adjacent to the newly acquired city park. It will be developed just as the Strand and Moonstone beaches have been improved since the city purchased them.

Building permits the first nine months o 1924 equaled $1,052,675, most of this goin into new residences. The new Protsc

SAN PEDRO, CAL., PILOT 12
JANUARY 8, 1925

WILL SEE PALOS VERDES SITE SUNDAY

Henning Se
Pedro
Uni

Formal presentation of the pro posed Palos Verdes estates offer land for Southern Branch of

H. T. Cory, former pro- civil engineering at the of Missouri; and Myron

JANUARY 8, 1925

APPEAL TO REGENTS

The advantages of the Palos Verdes site for the

are many Channel Islands to deep soil on suce

SAN DIEGO, CAL., TRIB
JANUARY 8, 1925

Read

S. D. PROTESTS ACTS OF 'U' SITE BODY

Protesting that the site commit-

ES OF L OD

Mr. and Mrs. L. Ishom

sday evening 14th

Regents Consider

case The Palos Verde at Price of $500
in both sides of the this section of the Southland
Goldins, Mrs. Passonn
Mrs. Walter

Sewer Bond Elec Be Held

The second metropolitan sewer district, including Inglewood, Hawthorne, Moneta, Gardena, Torrance, Lomita, and a large portion of the Palos Verdes estates, will vote Feb. 24 on a proposition to bond for $2,000,000 for the purpose of erecting a large trunk sewer system, and to pay its share of the

MANHATTAN BEACH, CAL. NEWS
JANUARY 9, 1925

TRY TO GET UNIVERSITY PALOS VERDES ESTATES

More than 100 men and women representative of the southwest cities and towns, gathered at the Elks hor Saturday, January 3, to discuss and means for helping locat Southern Branch of the state sity on a 1000-acre tract in the Verdes hills. It was the meeting day of the Redondo but in view of the magnitude project for acquiring a suitab cation for the university campu

disposal plant and outfall sewer into the Pacific ocean.

Special elections will be held i the other three districts accordin to the following schedule: Distric No. 1, Feb. 17; District No. 2, Feb. 10; District No. 3, March 3. Dis trict No. 4 has already approved its bond issue.

PALOS VERDES OFFERS UNIVERSITY

bers of commerce to the site committee of the regents of the University of California a tract of 1,000 acres at Palos Verdes for the new location of the University of California, southern branch. The seasons, an ideal condition for sum-

JANUARY 8, 1925

BREEZE—10S
JANUARY 9, 1925

ALL INSPECT PALOS VERDES SITE SUNDAY

a special committee from the executive committee representing

HOLLY LEAVES 11S
JANUARY 9, 1925

000 Je

PROTESTS CHOICE OF COLLEGE SITE WITHOUT VIEWING

11 PLOTS OFFERED

voted to request the regents not to California were constituted a com-

(Continued on Page 2)

What the Homes Association Means To Palos Verdes Property Owners

When seen today by a representative of the Daily News A. M. Ferguson, San Pedro representative of the Palos Verdes estates took occasion to give some interesting information relative to the difference between Palos Verdes Homes association and Palos Verdes project. This information is embodied in the following:

The Homes association is a community body, an improvement association, chamber of commerce with its

the four miles
the high-tide line to the
the bluffs, and the underlying
title to all streets. Under the
restrictions it is the arbiter of the
property with the aid of

Mr. Jay Lawyer, general manager and first party to the trust agr ment, and with the aid of a s of expert architects, landsc architects, engineers, sales fo etcetera, all of whom are bo to expend the funds as dire by the original trust indentu under which the underwriting sub scriptions were made. The general plan for the develpoment of the 3200 acres purchased by this trust is too well known to need description. The layout of the property

chasers and the

teresting to know that there are some ten of fifteen such community associations around San Francisco and Oakland after the original in St

N ed to so much credit for conditions which have resulted in the marvelous growth of the new San Pedro as the management of the Palos Verdes development. While not a foot of its land is located within the corporate limits of the city, it has nevertheless been a potent factor in its development, in the matter of making roads leading here, in advertising to the world the wonderful advantages of the Palos Verdes hills upon which San Pedro is located, and best of all, furnishing an example of artistic development which cannot fail to impress itself upon

GLENDALE, CAL., PRESS—10S
JANUARY 9, 1925

JANUARY 8, 1925

For a Great University

A news story from Inglewood, published in the Sunday "Examiner" and featuring the offer of a site in Palos Verdes to the Southern Branch of the University of California, says:

"The regents are to ask the legislature for the $6,000,000 for the buildings at the next session, to be raised by a bond issue, and the site, it is understood, is to be decided upon next Tuesday, with Fullerton, Santa Monica and

January 9, 1925.

Comments

As We Pass Along

By Clayton I. Ward

COMMUNITIES of the southland are setting forth their several claims for attention in the race to be considered for the site of the proposed new state university in Southern California. A $6,000,000 educational plant

OAKMONT GOLFERS WIN IN TOURNEY AT PALOS VERDES

The match between the golf teams of the Oakmont Country club and the Palos Verdes Country

LEWIS IS TO BE ADJUDGED BANKRUPT

With his liabilities placed by creditors at $9,314,240, and his assets at $1,000,000, E. G. Lewis, founder of Universal City, near St. Louis, promoter of the Palos Verdes estates of Los Angeles, founder of Atascadero and one of this state's most prominent promotion figures, will be adjudged a bankrupt in the court of Federal Judge Lewis next Monday it was re- or otherwise conceal his assets. The stipulation also sets forth that Lewis' assets "are in excess of $1,000,000."

Palos Verdes Site Offered University

A unanimously adopted report by a committee of sixteen representatives of as many chambers of commerce of Southern California cities, tendering a 1000-acre site in the Palos Verdes hills for the location of the new university of California, southern branch, has been presented to H. W. O'Melveny, chairman of the committee on site appointed by the university president, and to a second committee appointed by the Farm Bureau of Southern California, says the Los Angeles Examiner of Jan. 7.

LES MESA DRIVE TO BE UNIVER

wo Hundred-Foot nue to Proposed C Southe

most magnificent Acropolis in t world, is offered free for the site o which to locate the $6,000,000 branch of the University of California.

The site, consisting of 1000 acres, i the most desirable because of size an its ideal location, there being nothin in the southern part of Californi equal to it.

There is the assurance of the P cific Electric of the San Joaquin Valley tion, over

3 Pier A
4332.—Adv
Station, Ser
Catalina

JANUARY 9, 1925

...Per Copy

GOOD

...Souls are being saved ... week, ending on Sunday, ... Thursday and Friday nights ... Jan. 11, and then until ... 7:30 o'clock.

Junior Endeavor ... Guild hall.

Senior and Intemediate Endeavor at 6:30.

The third quarterly conference for the year ...

...sage on "The Second Coming ... Christ." Will you be ready? ...worth League, 6:30 p.m. A ...ce for the young people. ...ival meeting ...

Wednesday ... Rev. A. J. ... elder, will ... The sacrament ... per will be ... mornings, Jan. ...

...g, and ... ms will g "The Star ...m." Mrs O. C. Bath ... on th piano, and ... on the vlin. ...y school hour is 9:45.

and those wi... church home ... the church at ...nue.

Twenty ... Gue...

Twenty litti...

...to be even... ...the sum... ...ose of ...ng ... ...terial advantages it would bring ... to this section of the Southland ... cannot be overestimated.

...EL... ...NDA, CAL. HERALD 16...

JANUARY 9, 1925

JANUARY 10, 1925

Fairbanks

...Virtue'

LOS ANGELES, CAL.. EXAMINER JANUARY 11, 1925

COLLEGE SITE TO BE DEBATED

University of California Branch Relocation Committee Will Hear Many Districts' Offer

A warm debate is expected to develop between the various communities now endeavoring to se...

...tura... EXAMINER JANUARY 16, 1925

HERMOSA BEACH, CAL., BREEZE —65 JANUARY 12, 1925

COMMITTEE SEES PALOS VERDES SITE

Big Delegation from L. A. Visits Proposed Hill Location

MET IN REDONDO

...number there are not more than...

Offer Branch Of U. C. Palos ... Verdes S...

United support of the citie... southwest section of the co... been given Redondo in its ... have 1,000 acres on the c... Palos Verdes hills selecte... gents of the University...

...EDO BEACH, CAL. PRESS-TELEGRAM JANUARY 9, 1...

Our City comment & discussion by THOMAS D... WATSON

Fight for the University Branch Site

THE B... ing t... Verdes ... thousand ac... the university regents free.

...dvocat... ...at Palos ...consists of one ... and is offered to ...

Other cities have also been ...

...Ange... site ... several...

...chasers ... more than 3000 pur... ...accomplished and 63 per cent of the entire subdivided area already ...lars worth of development work ...rasted with the present stage of ...the project with millions of dol... was merely a plan in the minds ...of two or three men, was con... Verdes, which three years ago ...The amazing progress at Palos ...that which 1925 presents. ...a more prosperous outlook than ...Los Angeles and Southern Cali... ...fornia in General has never faced ...since it was launched. ...He emphasized the fact that ...has been connected with the proj... ...ect since its very inception, save ...a review of the history of Palos ...Verdes, and the development that ...has taken place in the three years ...sales for Palos Verdes, and who ...Henry G. Clarke, director of ...the General business outlook. ...Verdes for the current year and ...talks on the plans for Palos ...listened to a series of interesting

18 CITIES B.D FOR BRANCH OF CALIFORNIA 'U'

PERSONNEL OF GROUP Whittier ... appointed by ...

PALOS VERDES SCHOOL SITE INVESTIGATED

Special Dispatch to The Daily Tribune

LOS ANGELES, Jan. 12—Following an inspection of the new site in the Palos Verde hills offered for the Southern Branch of ... University of California, the ...

...ACINTO, CAL. REGISTER 337 ...ANUARY 13, 1925

...S OF UNIVERSITY ...ECT A NEW SITE

To Be Held To Hear From Committee on Location

A meeting to be held this week in the directors' room of the Security Bank of Los Angeles by the site committee appointed by the Regents of the University of California to select a location for the proposed new southern branch of the institution, will probably ... of the Bastanchury Ranch at Fuller...

...OXNARD, CAL., COURIER—4 ... JANUARY 12, 1925

* * *

Claim of the Los Angel... ...rs that 16 chambers of ... near Los Angeles endors... Verdes site for the South... is technically right, but i... wrong impression. The ... dorsing the Palos Verdes ... right around Palos Verd... same as if Saticoy, Cam... Simi, Santa Paula, Ve... Fillmore and Piru endo... ler property on the S... ranch, offered by the ... ber of commerce. Bel... to the section, and hav... their own, why should...

ready ... pared ... to the ... and g... would ... out th... chorus ... possibl... the firs...

Tonig...

Jan 11-1925

Contest Looms in Selection of University Site

A meeting to be held this week in the directors' room of the Security bank by the site committee appointed by the Regents of the University of California to select a location for the proposed new southern branch of the institution, will probably develop into a warm debate between the various ... munities now endeav... tain the new ... ticular...

...the purpose of permitting each ...trict offering propositions to ...committee, to hear the argum... ...of the districts opposing them. ...committee has not expressed ...sentiment in favor of any of ...locations offered and no deci... ...will be reached until some ... following the hearing, it is sta...

Districts to be represented at the meeting and the sites they are offering, are as follows: One thousand acres of the Bastanchury Ranch at Fullerton, Orange county; site near La Jolla, by San Diego county; site near Oxn... Ventura county; Pal... site, by Re... ha...

...charges of using the mails in a ...ero by postoffice inspectors on ...Gerardo Manchit, arrested a week ...A. Rempp, F. J. Buschmiller and ...

...72, and Thom... ...expert, but they all are ...None claims to be a pool ...All are skilled chairmakers.

...N BERNARDINO, CAL., SUN—36 JANUARY 12, 1925

LOS ANGELES, C... EXAMINER JANUARY 12, 1...

DATES SET FO... VOTE ON BOND... TO BUILD SEV...

Dates were set yesterday by the county board of supervisors for elections in the four sanitation districts which will be asked to vote a total of $12,000,000 bonds for completion of the Main street trunk sewer which is to have its outfall at White's point above Los Angeles harbor.

The dates set are as follows: District No. 1 including Huntington Park, Southgate, Walnut Park, Miramonte, Watts, Lynwood, Florence and Compton, votes February 17 on $3,600,000 bonds; District No. 2 including Belvedere, Montebello, Bell, Cudahy, Downey, Clearwater, Bellflower, Norwalk and Artesia, votes February 10 on $3,520,000 bonds; another district as yet undesignated, but including Inglewood Hawthorne, Moneta, Torrance, Lomita and Palos Verdes, votes February 24 on $2,000,000 bonds; Long Beach votes on $3,450,000 bonds March 3.

Palos Verdes Site Indorsed—Palos Verdes Hills, proposed as the site for the University of California, Southern Branch, received another boost last evening. The Harbor Chambers of Commerce, in session at Graham, heard short talks on the situation by several members and then voted unanimously to indorse the proposed site. The communities or organizations represented at the meeting it was announced that the Los Angeles County Farm Bureau officially indorsed the site.

ILLUSTRATED DAILY... JANUARY 9, 1925

Southern Branch Si...

VARIOUS Communities of ... California are offering site... proposed new Southern B... the University of Californ... Rivers... is the latest with the s... that the state utilize 772 acres, ... the citrus experiment station, ... owned by the university at Riversi...

But Riverside and various othe... munities might as well save their energy for some other project. Los Angeles has not the slightest idea of the unive... ing beyond the Los Angeles horiz... insiders have selected a thousand ... at Palos Verdes, a great subdivisi... ect that seems not to be moving as ... as its promoters expected.

The committee selected to re... site to the board of regents h... selected the Palos Verdes site ... lection was made without eve... other locations proposed. The ... lation in advance was that the ...

U.C. INSPE... PALOS VE...

Site for Southern Gone Over by Committee; Advantages Pointed Out

...Weather Records ... JAN 12 1925

...E, CAL., PLAINDEALER JANUARY 12, 1925

Regents Will View Every Site Offere...

"Full and fair consideration of proposed sites for the Southe... Branch, U. of C., by the Board ... Regents is certain, according t... Gov. F. W. Richardson, who in ... letter to Secretary George W. Reid ... of the C. of C.

Committee S... University S... on Palos Verdes

1744

Investigation of the possibilities of the proposed site on the Palos Verdes Hills for the new Southern Branch of the University of California, was made yesterday by the committee headed by Henry W. O'Melveney, which is acting in the matter for the Regents of State university. They have an option on this property and will turn it over without profit. It is the general agreement among leading advocates of this new facility that it should include an agricultural ...

Southland

...for Southern California to ...on is the business of getting ...e university for this district. ...ed a branch, but if it is as ... the main plant at Berkeley ...obably be no criticism of the ...

...mbers of commerce in cities ...es propose a Palos Verdes site ... as the future home of the ...

...ng Univ. Site ...es Regarded Favorable

being now upwards of twenty, representing a combined population of more than 600,000 people.

"There is no question as to the Palos Verdes site, it is without compare," Captain Dancey concluded. "From ... considered and it is ... must be ... of securing a ...olely on the merit ...

CALIFORNIA'S BEAUTIES

A good deal is being said about the relative merits of Southern California and Florida as places of residence and as winter resorts. Florida has the advantage of proximity to the eastern business and social centers. A New York or Boston business man can establish a winter home at Palm Beach and take a run up to his office any time it becomes necessary. Repeal of the state income and inheritance tax laws has recently turned all eyes in the direction of that state and added to its lure for people of wealth.

California has an all-the-year-'round climate, and for that reason is more desirable as a place of residence and qualifies as a delightful summer resort. ...e fit in and harmonize with ...e rather than to dominate it or clash with it.

An example of this method of handling a naturally picturesque spot and retaining its beauty and grandeur may be seen on the Palos Verdes estate, where those in charge of the project will not permit any improvement that is not approved by the art jury, which is made up of men who are capable, through temperament and experience, of doing this task well.

$325,000 Venice Sewer Bond Issue Indorsed

Indorsement of the $325,000 sewer bond issue before voters of Venice next Monday has been given by the civic organizations of the beach city. Among the associations in hearty accord with the proposal to give Venice a modern and adequate sewage disposal system are the City Zoning and Planning Commission, the Realty Board, the Lions' Club, the Elementary School Board, the Chamber of Commerce, the Del Rey Improvement Association and others. The plans and specifications prepared by City Engineer H. D. Chapman and corps of aides provides for a population of 80,000, four times the present population of Venice, and have been passed upon and approved by outside engineers, representing Los Angeles, the Pacific Palisades, Palos Verdes, etc.

WILMINGTON, CAL., JOURNAL
JANUARY 12, 1925

UNIVERSITY GROUP IS SHOWN SITE IN PALOS VERDES HILLS

Inspect 1,000 Acres Offer For New Location

DAY DAWNING

or not, and however the territory politicians in their own selfish interested people whose vision does not extend beyond their own dooryards, fate, beyond peradventure, has decreed that from White Point to Seal Beach, washed by the waters of the crescent bay of San Pedro, a great city is building. It may be locally designated San Pedro, Long Beach, Wilmington or that of outside communities, but these are so tied together by natural laws that they must inevitably constitute a great metropolitan city. The puny attempts of man may for a time halt and divert the course of economic law, but in the end it will prevail and is prevailing. Here the great port of the Southwest United States and here must eventually center the wholesale and financial

BREEZE—18
JANUARY 12, 1925

SAN PEDRO, CAL., PILOT 18
JANUARY 14, 1925

WILL DECIDE U.S.C.B. SITE FEBRUARY 10

REDONDO BEACH, CAL.
BREEZE—138
JANUARY 14, 1925

Local Smudge Problem In Hands of Committee Headed by H. J. Nichols

Several Important Matters Are Taken Up at Regular Meeting of Directors; Reports Received From University Site Committee and Plans Explained

of Regents of the University of California with the recommendation that

sisting of the president of the Chamber of Commerce, H. J. Nichols, the secretary ... ished the truck

LONG BEACH, CAL., SUN.—18
JANUARY 15, 1925

DECISION UNIV. SITE NEXT MONTH

That Is Word Coming

will be made. It is stated that the regents will personally in... day or two.

Asked as to the announcement

JANUARY 14, 1925

To Choose Site For University Next Month

At a meeting of the board of regents of the University of California, scheduled for February 10 in Los Angeles, the new site for the Southern Branch of the university will be selected. This was

Covina, Chino, San Fernando, Santa Ana (2), Santa Paula (2), Ventura and Whittier.

...D PICK U. C. ...RANCH SITE ...EBRUARY 10

Regents to Meet in L. A.

LOCATION COMMITTEE VISITS SITE

LOS ANGELES, CAL.,
ILLUSTRATED DAILY NEWS
JANUARY 13, 1925

Bus Will Make Round Trips to Palos Verdes Hills

Within a short time a bus will be making daily rounds of the Palos Verdes project, including the golf course, the inn, etc. This will be a great convenience to those having busienss in the Palos Verdes or who wish to take the ride. The bus is now being paint...

SOUTHERN BRANCH SITE
San Bernardino Sun

Various communities of Southern California are offering sites for the proposed new Southern Branch of the University of California and Riverside is the latest with the suggestion that the state utilize 772 acres, including the citrus experiment station, already owned by the the university at Riverside.

But Riverside and various other communities might as well save their energy for some other project. Los Angeles has not the slightest idea of the university going beyond the Los Angeles horizon.

HERMOSA BEACH, CAL.,
BREEZE —65
JANUARY 13, 1925

L.A. District C.F.W.C. Protest Farm University

At the last meeting of the executive board of Los Angeles District Federation, a telegram was sent to Robert G. Sproul, secretary of the board of regents of University of California, at Berkeley, asking that due consideration be given all proposed sites offered for the location of the branch of the state university in Southern California and that there be no lessening in the general outline of study.

Mrs. Ethel Turner, representing Mrs.

BEACH CITIES TO VOTE ON $500,000 SEWER EXTENSION

By F. W. ARNOLD

The cities of Hermosa ... Venice will vote next w... issues aggregating mor... 000, for connecting wit... geles outfall sewer, ... Hyperion. The Venic...

HERMOSA BEACH, CAL.,
BREEZE
JANUARY 9, 1925

Site ...

...eauty in mind as ...mosa Beach is to ...ship between her ...ks we must give ...al architecture

let loose from a cage. They call it the old Dome well; but if that well is old, I surely would hate to see a young one. There is enough youth in the veins of that old Dome to put all the monkey glands in the world to shame.

...ALOS VERDES ...RESENTS REAL ADVANTAGES

No Other Site Has So Many Arguments in Its Favor

VIEW AND CLIMATE

Is Believed Visit Sunday Will Have Bearing on Decision

A meeting is scheduled at 10 o'clock, Thursday morning in the directors' room of the Security Trust and Savings Bank, to consider further proffers of land for the proposed southern university, which would empty into the sea near White Point, E. J. Amar, president of the San Pedro Golf and Country Club, today stated that the directors of his organization would consider the filing of a protest at their next meeting.

President Amar said that the members of the Golf Club were naturally opposed to a plan which would pollute the waters off the large tract of land set aside for a country club. Officials of the Palos Verdes projects are said to have considered the proposed sewer outlet but no action or protest have been reported from them to date.

Reports prevalent during the

Harbor District Launches Move for Councilman

A movement to unite civic and commercial organizations in the harbor district to select a candidate for the Los Angeles City Council, as provided for in the district representation provision of ... City Charter, was started

JANUARY 15, 1925

To Select Location For College Today

The committee to select a site for the Southern Branch of the University of California will meet today in Los ... a site.

...UB IS TO ... OUTFALL ...ITE POINT

Many File Claims Against E. G. Lewis

Five thousand claims against E. G. Lewis, promoter of Atascadero, Palos Verdes and a number of oil ... are expected by W. P. ...

HERMOSA BEACH
BREEZE
JANUARY 9, 1925

AVALON, CAL. ISLANDER 14
JANUARY 14, 1925

...Golf Tournaments, 1925

January 27-February 1—Palos ... des invitation.

February 5-7—Hillcrest ... holes medal.)

February 11-14—Midwick invit...

February 16-18—Coronado invit...

February 24-28—San Gabriel invitation.

March 4-5—Midwick Seniors' championship.

March 7-8—Victoria invitation.

April 7-11—Amateur championship.

...nando.

...a to an altitude of 1300 feet.

More important to the student, is the fact that this potential site is so situated as to form a part ... land, a report ... within a space of three

DECISION UNIV. SITE NEXT MONTH

That Is Word Coming

... on February 10 at which time it is expected that a choice of a site for the new south... only thing that the rest of us can do is to mark time. In the meantime, ... may not ... comprehensive pub... mento."

...ing this ... entertain... cluding ... and ... club ... sup...

extend its Torrance line southw... line from Redondo having been found impracticable by a survey which disclosed the lack of a practicable grade.

This brings to mind the fact that the electric railway is not yet a thing of the past. It is the cheapest and most dependable form of transportation known for cities of size and population. It can move a greater number of people in a given length of time than ... rise on the site proposed the immediate construction of a rail line would be the first result, and would be a great factor in the wonderful development now being staged in San Pedro territory.

...t Lauds San Pedro In Talk At C. of C. Luncheon

Judge Leslie R. Hewitt, hailed "a friend of San Pedro" was ... ven an ovation today at the ... ring forum ... new law office ... a great country and it ...

greater. This is a great city and it will be greater and you have a great harbor that will support a ... one candidate. He told of the ...

SANTA [illegible], OUTLOOK
JANUARY 16, 1925

City Likely To Receive University

the 600-acre site ... Monica or at Palos Verdes.

LOS ANGELES, CAL., EXPRESS
JANUARY 19, 1915

MISSING L. A. GIRL LOCATED LIVING IN S. F.

Miss Margaret Lydia Boyd, assistant secretary of the Palos Verdes estates, who dropped out of sight more than a year ago, has been located in San Francisco on information furnished the sheriff's office by Mrs. Mabel Stedman, an employe of the Los Angeles Bible Institute and a friend of the missing woman. As a result the $250 reward offered by her friends and relatives has been withdrawn.

CULVER CITY, CAL., NEWS
JANUARY 17, 1925

BELIEVES BAY WILL BE SITE OF UNIVERSITY

Thinks Two Sites Offered

it is predicted.
In the matter of size of loca...

Burbank and San Fernando Offer Sites to University

Southern California cities between Oxnard and San Diego yesterday offered millions of dollars worth of property free to the regents of the University of California as the possible sites for the proposed new ... $1,500,020 was placed on 400 acres ... The offer is a gift.

San Fernando, between 600 and 70... acres, fronting on San Fernando bou... levard and lying between the tw... San Fernando reservoirs, for approx... imately $1000 an acre.

SOUTHERN BRANCH SITE

Although there has been no announcement that a site has been selected for the Southern Branch of the University of California, newspapers throughout the south have for several days been taking it for granted, editorially, that the Palos Verdes location has been chosen by the committee, without the formality of looking over the other sites offered. And of course every community that has offered a site for the university is aggrieved.

It would seem that these papers are a little premature in airing their dissatisfaction, since the committee has not yet made ... Where it is prop... 1000-acre site which is ideally ... country. The matter is now in the hands of the board ... versity of California for decision, which is expected on ...

JANUARY 16, 1925

WILL OPE... WESTERN ... FEB 21

... Palos Verdes hills.

Investigation of the ... ties of the proposed site on the Palos Verdes Hills for the new Southern Branch of the University of California, was made Sunday by the committee headed by Henry W. O'Melveney, which is acting in the matter for the regents of the university. Five members from the sixteen chambers of cammerce which are urging the Palos Verdes site met them at Redondo and accompanied them in a thorough inspection of the 1,000-acre tract. J. H. Kibler of Hermosa Beach headed the committee from the chambers of commerce and the other members were A .E. Henning of San Pedro; James F. Collins, Long Beach; Dick Whittington, Gardena; J. W. Welte, Lomita, and H. G. Cooper, of Redondo

Los Angeles Times
Jan 16-1925

SCORE OF SITES FOR UNIVERSITY

Land Worth Millions Offered Free for Campus

Locations from San Diego to Oxnard Submitted

Advisory Committee to Give All Data to Regents

Southern California cities scattered between Oxnard on the north and San Diego on the south offered ... Glendale, between 400 and 600 acres in the Verdugo Valley, of which the city now owns 129 acres, the remainder to be acquired. A valuation of $1,500,000 was placed on 400 acres. The offer is a gift.

... to be $1000 an ... Michillinda, with ... Pasadena and Sou... acres owned by ... ton and 240 acres ... by the Bradbury ... named.

Chino, with the ... mona, Ontario, ... land, two sites ... acres already ... for the Pacific ... of foothill which ... approximately ... 600 and ... Fer... tween ... irs.

CHINO'S OF...

Would Donate Land

Santa Paula, Dark ... Barbara, Santa Ana ... mouth.

COLLEGE SITE

Community Proposes Two Locations for University

... Commerce which are seeking the ... versity site. ... experiment work was likewise pointed out as a major consideration. The frostless conditions that prevail at Palos Verdes have long made the land valuable for the growing of winter vegetables.

A final decision on the selection of the new site will probably not be made before February 10 when the board of regents meet in Los Angeles and confer with the committee who has had the work of inspection of the various sites.

Conference Will Be Held Thursday By District P.-T.A.

... first district of the California ... ess of Mothers and Parent-... rs' associations will hold its ... conference of the season ... Club ... joined ... mbra high school on ... ary 22, opening ... a site ... morning with ... d to a presidents' ... Mrs. ... in expected to be ... on pic... Angeles district, Cali... deration of Women's clubs, ... has succeeded in systematizing ... the work of "making the better pictures pay best," and has the wholehearted co-operation of Parent-Teachers' associations.

Mrs. Hugh Bradford, state president of the California Congress of Mothers and Parent-Teachers' associations, who made such a favorable impression when she was honor guest in Long Beach on Wednesday at a luncheon, will address the ... semblage, after which ... be called for ... chief feature of the afternoon. He is principal of the Mexican school of Pasadena, is head of the Americanization work of Southern California and chairman of this work for the Pasadena federation. His talk will be supplemented ...

... of the Long Beach Art association will be held Tuesday evening, January 20, in the juvenile room of the public library. All members are urged to be present.

...ES HILLS

... to establish the southern branch of ... ich is ideally located in respect to Los Angeles and ... tter is now in the hands of the board of regents of ... nia for decision, which is expected on or about Febru...

LOS ANGELES

... tention that the 1000-acre site is the minimum that ...

AS U. OF C. SITE

Harbor Location Ideal for College, Dan Holland Point Out

Dan Holland, representative of ... variety of marine life abounds which ... would be very useful as a study ...

... red too ... e going to venture a ... next ten years that section of Los Angeles county, which one might roughly describe as the southwest section, or to be pictured more accurately, that area that is bounded by Slauson avenue on the north, the Palos Verdes on the south, Western avenue on the east and the Pacific Ocean on the west, will make greater strides than any other sesction of the county.

A dozen cities, Inglewood, Hawthorne, Lennox, Lawndale, El Segundo, Manhattan Beach, Hermosa Beach, Redondo Beach, Torrance, Lomita, Moneta and Gardena have been established in this area, and in the past ... the county, the ... work on its line to the harbor, running from ... diagonally across the district. That the Santa Fe is f... population in Los Angeles ... the effort being made by the ... us believe that the next ten years will see this ... of the county outstrip all others.

... That a new site for the University ... California, Southern branch, is ... on to be selected by the regents of ... e university is evident from the fact ... at a number of localities have of... red sites ranging in size from 400 ... 1000 acres and that a meeting is to ... e held some time this week by the ... e committee to receive the ... ning at 10 o'clock.

... e Your Licenses

...HENCE

MADE SO FAR

Beach Committee Works Hard on Varsity Location

LOOKS ENCOURAGING

"No Decision Is Expected Until First Part of February

The cities favorable to th... ge

LOS ANGELES, CAL., EXAMINER
JANUARY 18, 1925

...NIVERSITY SITE DECISION DRAWING NEAR

... the offers of sites made to this committee:
Burbank, with indorsement of ...
Glendale, between 400 and 600 ...
Pasadena ...
acres owned by Henry ...
ton and 240 acres adjoining, owned ...

RUSH WORK FOR PALOS VERDES SITE

Through the efforts of organizations in and near San Pedro, the

JANUARY 19, 1925

PROPOSED UNIVERSITY SITE

JANUARY 20, 1925

Space for Campus to Be Chosen Soon

were unanimous in declaring that 1000 acres was the minimum that should be considered and that still

tions that prevail at Palos Verdes made the land valuable winter veget-

POMONA ONE POSSIBLE SITES NOW; REGENTS COMING SOON

Plans for Pacific Colony Now Advanced to Such Point

build at Sandra the Commerce to present the two sites the regents at that time.

REDONDO BEACH, CAL., BREEZE—19S JANUARY 21, 1925

Harry G. Cooper Commended for His Untiring Efforts

At the directors of the Chamber of Commerce meeting yesterday Harry G. Cooper, who has taken a leading part in the effort the Palos Verdes site was

REDONDO BEACH, CAL., BREEZE—19S JANUARY 22, 1925

ALL UPHOLD LARGE CAMPUS AS NECESSARY

Site Committee Receives Universities Universiteis

MUCH LAND NEEDED

University of Washington — "Our campus within city limits four miles north of business center with lake and canal on south line and another lake on east side 60 per cent of residents live north of lake and canal. Ideal campus

TO STAGE TOURNEY

SAN PEDRO, Jan. 20.—The first 925 invitational golf tournament southern California will be held an. 27 to Feb. 1 inclusive, over e Palos Verdes Country club urse, near here.

Qualifying rounds will be played uring the first two days of the urnament, match play following

REAL ESTATE FOR SALE

ch, however, payment promptly. Department, Phone

JANUARY 21, 1925

PLANNING NOVEL ENTERTAINMENT AT THE ROBAL INN

When the Realty Board meets tomorrow evening in the Robal Inn the members will be entertained with a novel program arranged by S. H. Allen, Josiah

IAL TOURNEY ARTS JAN. 27

LOS VERDES GOLF CLUB, which boasts a course near Redondo which has a beautiful ic setting, will start the 1925 on of invitational golf tourna-

LOS ANGELES, CAL., EXAMINER JANUARY 29, 1925

1ST ROUND TODAY AT PALOS VERDES

MATCH play, the first round, is on the schedule at the Palos Verdes course today in the first annual invitational tournament of the Southern California Golf Association schedule. In the two-day qualifying round play, which ended yesterday, C. H. Wisner and J. S. Gaines

Prepare Papers for Escrow In Road Case

A contract between the ty, the Sepulveda esta the San Pedro Golf Cl bodying the compromis San Pedro-Redondo l- off route, is being pre- week by Deputy Cou- sel De Coster and Ro-

oposed University Site

LOS ANGELES, CAL., EXPRESS JANUARY 20, 1925

Palos Verdes Scene Of Golf Tournament

Palos Verdes has been named as the site for the first annual invitation golf tournament of the year. Two days, January 27 and 28, have been set aside for the qualifying round, while match play will continue the four following days.

The first of the 10 flights will be at scratch, all others handicap. Only entrants with a six handicap, or less, can qualify for the first three flights, 7-12 handicap men play in the next three flights, and 13-18 handicappers have the last

JANUARY 29, 1925

URGE BIG SITE FOR U OF C

ON PALOS VERDES LOCATION, CLAIM

That Bay District May Obtain Big School is Belief of Harbor C. C. Officials Following Meeting.

Pacific Electric Guarantees Adequate Transportation to Proposed Site, Claim. To be Dedicated Feb. 10.

The fact that the proposed site for the southern branch of the University of California on the Palso Verdes hils is the only one offered to date which combines adequate space with a location close to Los Angeles was stressed at the recent hearing before the committee representing the board of regents. Charles H. Cheney and H. J. Cooper represented the sixteen chambers of commerce which are seeking the adoption of the Palos Verdes site, and in support of thir contention that the 1000 acre site is the minimum that should be considered they presented more than a dozen telegrams from large eastern universities. The wires were unanimous in declaring that 1000 acres was the minimum that hould be considered and that still

UNIVERSITY PROSPECTS

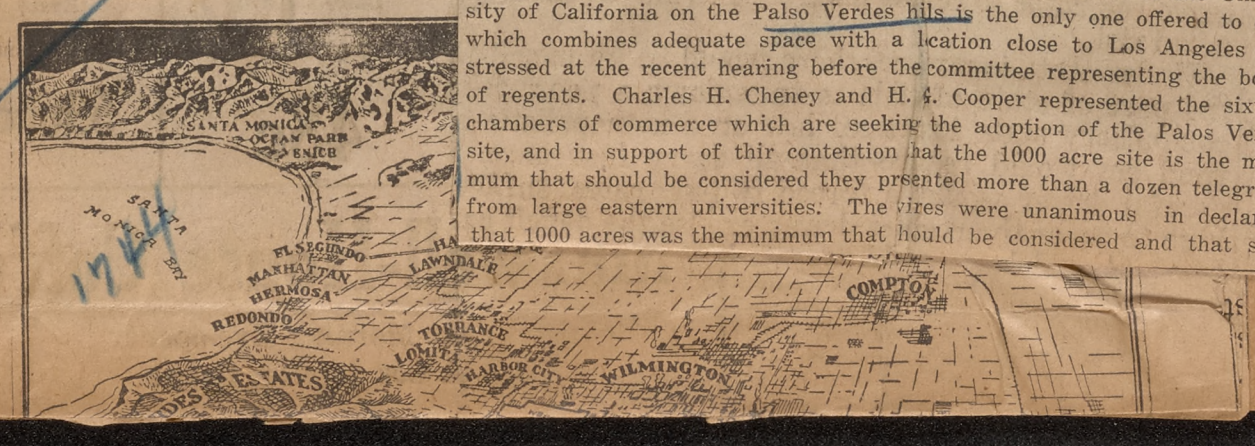
THE location of the site for the proposed southe of the University of Southern California will, i hoped, settled in time to permit action by the prese ture.

The commendations received by the Palos V committee are for their forethought in wiring to the of 15 of the greatest universities of the country, as much acreage these universities had and how much th advise Southern California to have, are well merited. Pr Livingston Farrand of Cornell University (which ha acres), wires that he "would regard 1000 acres as p sufficient for academic buildings and grounds, but no cient if farm, forestry and similar activities are to be p for." Pennsylvania State College wires that they believ

PALOS VERDES MATCH PLAY IS OPENED

Ed Merritt, Rancho Country club golfer, faced L. C. Paris in a match that was expected to feature the first round contests in the annual

JANUARY 20, 1925



LOS ANGELES, C. EXAMINER JANUARY 21, 1925

Harbor District Repaving Seems

Wholesale improveme bor district streets is an ordinance awaiting proval by city council of favorable action. C. city engineer at San nounced yesterday afte ence at uptown headqu

Foremost of these is extension of Harbor around the West Basin asphaltic surfacing. Ot tial thoroughfares inc Bonita, from Harbor b Palos Verdes; Palos V Bonita to Oliver; Amar, Verdes to Center.

OS ANGELES DEFEATED BY FLINTRIDGE

Wilshire Moves Into Second Place as Result of Win Over Hollywood Squad

By Jess Puryear

RANCHO COUNTRY CLUB'S golf team went into first place in the Class A Division Eight Club League by winning, 12½ points to 2½, from the strong San Gabriel ten-man squad. Los Angeles succumbed to Flintridge, 8½ points to 6½, and dropped from the leadership into third place, Wilshire taking second notch by reason of a 10½ to 4½ point victory over the Hollywood team.

The Rancho golfers, led by Frank Collins, captain, certainly sprung a surprise on their visitors from San Gabriel, George Van Elm and H. Hughes, No. 1 team, winning 2½ points from Arnold Statz and Dalzell. Dr. P. A. Moulton and Bundy, Rancho, won two and lost one to McDonald and Bean, San Gabriel. Results of the other matches follow:

Merritt and Keller (R.), 2½; Rankin and Buell (S. G.), ½ point. Beckitch and Soladini (R.), 2½; Cook and Plank (S. G.), ½. Clark and Sebastian (R.), 3; Cheney and Getty (S. G.), 0.

Hollywood's first two, Jack Tarrant and George Lance, won 2½ points from Norman Macbeth and Max Behr of Wilshire on the latter club's course, but the home team carried off the honors in the other matches.

IN GOOD FORM

Lance played beautiful golf, while Tarrant was also in fine form. Macbeth scored a 74—excellent golf on the lightning fast Wilshire greens and dry fairways in a match play round—and Behr had a 76. The teams were all square going to the sixteenth, but Lance then uncorked a birdie to put his team out in front and repeated on the eighteenth hole to cinch matters. Results of the other matches:

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Annandale triumphed over the Midwick golfers, 10 points to 5, two of the losers' teams showing well but the other losing. The results: E. S. Armstrong and R. Hunter (M.), 2, Chas. Ransome and Dr. Paul Hunter (A.), 1; A. D. S. Johnson and G. P. Toms (M.), 0, C. P. Erdman and F. E. Chaffee (A.), 3; Eric Pedley and J. R. Mothershead (M.), 2, H. B. Ingalls and W. P. Herbert (A.), 1; W. D. Tair and C. R. Lathrop (M.), 1; R. Madsett

Palos Verdes Site Offered University

First School House at Palos Verdes Estates

FORMATION of the Palos Verdes school district was approved last week by Mark [illegible] "The sites for the school buildings are all of extremely generous size and have been carefully

GOLF TOURNEY STARTS TODAY

By United Press Leased Wire.

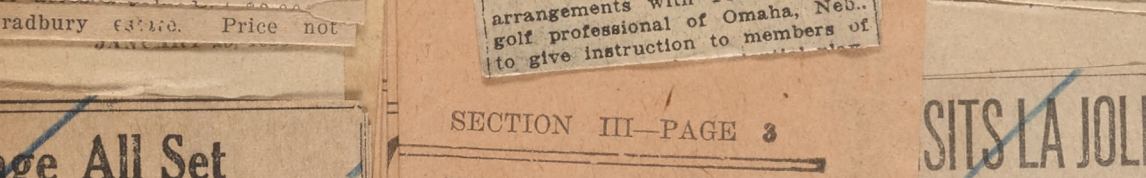
LOS ANGELES, Jan. 27.—The [illegible] tournament golf competition of

...s Invitation ...ing Tomorrow Attracts Big Entry List

Duncan and Mitchell Entered in Southern Open; Defeat Fraser and Stevens

GIVEN STRONG ...RS TO VOTE ...ON SITES RECOMMENDED

... space with a location close to Los Angeles was stressed at the recent hearing before the committee which has ... acres and that ... additional space was badly needed. ... has ... hours of sunshine than Los An-



...FIT NEEDS OF FUTURE

Palos Verdes Management Sets Aside Big Acreage as Its Own District

Formal approval of the estab... of a separate school dis...

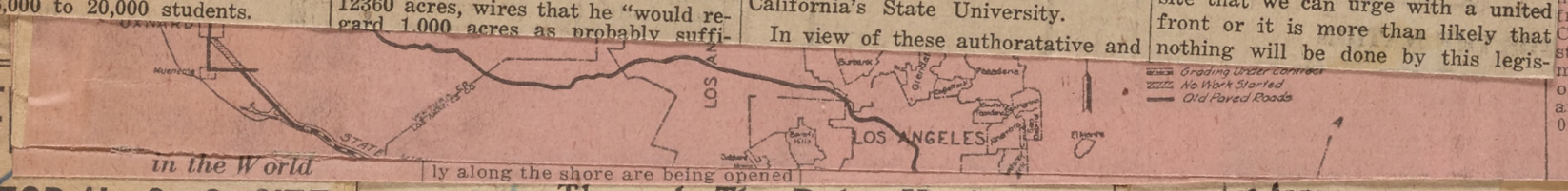
A City College—or—A State University?

Southern alifornia is what the people south of Tehachipi want—not a city college for Los Angeles or any other one local community.

Chairman J. H. Kibler states there seems to be some confuion in the discussions now under way before the Committee on Site for the re-location of the Southern Branch of the University of California and among the regents themselves, as well as the general public, over this point. A president of ... of eminent ... be assembled with from 6,000 to 20,000 students.

... University, which has 12360 acres, wires that he "would regard 1,000 acres as probably sufficient for academic buildings" for Southern California's State University.

In view of these authoratative and ... large, well located site that we can urge with a united front or it is more than likely that nothing will be done by this legis-



in the World ... ly along the shore are being opened

OFF...

FOR U. S. C. SITE

Land in Various Parts of Southren California Submitted for State Institution.

Fullerton and Orange county com... the Bradbury estate. Price not

Through The Palos Verdes Hills

Leave 7 a. m.—Esplanade, via. Anita route to Folf Club house, 7:20; Campesina, through Malga Plaza, Granvia La Costa, Via Montemar, Via Delmonte, Malga Plaza, 7:35; Redondo high school and Redondo Hotel, 7:50.

4:05; Malaga Plaza, Granvia La Costa, Montemar, La Venta, 4:25; Delmonte, Plaza and Redondo hotel, 4:40.

Leave 4:45 p. m.—Redondo hotel to golf club house, 5:00; through Malaga Plaza direct to edondo hotel, 5:2.

Golf & Cou... arrangements with Fred Jo... golf professional of Omaha, Neb.. to give instruction to members of

Los Angeles, Cal.

TIMES

JAN 25 1925

PALOS VERDES STARTS SEASON

LOS ANGELES, CAL. EXAMINER JANUARY 26, 1925

...een cut through sheer rock to ...ake a roadway immediately above ...he ocean. It is the most expen... ...ve highway per mile that the ...ommission has undertaken. The next stretch of road, ex... ...nding sixteen miles to the south ...d connecting with the paved ...ighway which now extends north... ...rom Santa Monica to Las Flore... ...Cayon, will be put under co... ...struction about the middle of ... ...month. Bids for the work wi... ...oened by the commission ... ...ary and it is estimated that ... ...000 ... complete the grad... It

LAST SUMMER ... The present State highway ...

SECTION III—PAGE 3

Today

Stage All Set for Grand Opening Entertainment

Commercial Club Will Have ... Hyde Park and a prominent city official to address the meeting on top-

JANUARY 23, 1925

BRENTWOOD, LA CUMBRE IN FEATURE TILT

San Diego Plays Hillcrest in ...

... a strong ... by C. W. McCabe, ... since it has played only one match and will be at home today ... figures to be close around the top ... when it catches up with Coronado's squad, led by Captain Thomas E. Sharp, which has played three matches.

California

PLAY in the annual G. W. Sommerville cup tournament, thirty-... holes of medal play under ... Tomorrow air-

MRS. HARRY ... man of the women's golf committee of the Brentwood Country Club, announces that the finest prizes ...

ublically announced ... then the approval of a dis... school district was an... d by Supt. Mark Kennel.

...SITS LA JOLLA SITE OFFERED BY CITY TO U. OF C.

M. Elsasser of Regents' Advisory Committee Commends S. D.'s Liberality.

Not one of the 26 sites offered the University of California for its proposed southern branch exceeds in beauty or adaptability that afforded by the vast acreage placed ... ...ent ... to accept San ... of the sites offered without making an official tour of inspection," Elsasser said. "We must weigh the different advantages, however, and try to secure the site which will prove the best in years to come.

"You know we expect some day to be serving 50,000 students in the University of California and our policy must not be short-sighted."

Annual Report Shows Increase in Membership

... des and to the manufacturing dis-

Palos Verdes Water Company has been authorized by the Railroad Commission in a supplemental order to deliver $28,10... of common stock in payment for additions and betterments to the water system made from July 31, 1924, to October 31, 1924.

LOS ANGELES, CAL. EXAMINER JANUARY 26, 1925

Tourney Opens Tuesday at Palos Verdes Links

L. H. Painter reports that the greens committee at Palos Verdes golf course is making preparations to take care of from 250 to 300 golfers in the annual invitational tournament which starts Tuesday. Players may qualify then or on Wednesday, in foursomes, three-somes or twosomes. Jimmy Fiske, club pro, reports practically no caddies at the club since school started and warns golfers that they will be wise indeed to bring their own bag toters. E. R. Canterbury of the Hacienda Club turned in a

...eles, Cal., Herald 2 ...UARY 26, 1925

... START IN GOLF TOURNEY AT L. A. LINKS TOMORR...

FOR A REAL UNIVER...

A site of 1000 acres will ... large for a State university ... California, according to such ... authorities as the presidents of ... the greatest colleges in the United ... The president of Cornell, after ... been interviewed in behalf of one ... proposed locations for the so... branch of the University of California, ... stated that he would regard 1000 acres as ... probably sufficient for academic buildings ...

JANUARY 19, 1925

PROPOSED UNIVERSITY SITE

Space for Campus

were unanim... tions that prevail at Palos Verdes made the land valuable ... winter veget-

JANUARY 20, 1925

PLANNING NOVEL ENTERTAINMENT AT THE ROBAL INN

When the Realty Board meets tomorrow evening in the Robal Inn the members will be entertained with a novel program arranged by S. H. Allen, Josiah ... Moore.

POMONA ONE ... POSSIBLE SITES NOW; REGENTS COMING SOON

Plans for Pacific Colony Now Advanced to Such Point

... at Sandra the ... Commerce to present the two sites ... the regents at that time.

LOS ANGELES, CAL., EXAMINER
JANUARY 29, 1925

1ST ROUND TODAY AT PALOS VERDES

MATCH play, the first round, is on the schedule at the Palos Verdes course today in the first annual invitational tournament of the Southern California Golf Association schedule. In the two-day qualifying round play, which ended yesterday, C. H. Wisner and J. S. Gaines ...

Prepare Papers for Escrow In Road Case

A contract between the ... ty, the Sepulveda esta... the San Pedro Golf Cl... bodying the compromis... San Pedro-Redondo ... off route, is being pre... week by Deputy Cou... sel De Coster and Ro...

LOS ANGELES, CAL., EXPRESS
JANUARY 20, 1925

Palos Verdes Scene Of Golf Tournament

Palos Verdes has been named as the site for the first annual invitation golf tournament of the year. Two days, January 27 and 28, have been set aside for the qualifying round, while match play will continue the four following days.

The first of the 10 flights will be at scratch, all others handicap. Only entrants with a six handicap, or less, can qualify for the first three flights, 7-12 handicap men play in the next three flights, and 13-18 handicappers have the last ...

JANUARY 20, 1925

PALOS VERDES MATCH PLAY IS OPENED

Ed Merritt, Rancho Country club golfer, faced L. C. Paris in a match that was expected to feature the first round contests in the annual ...

JANUARY 20, 1925

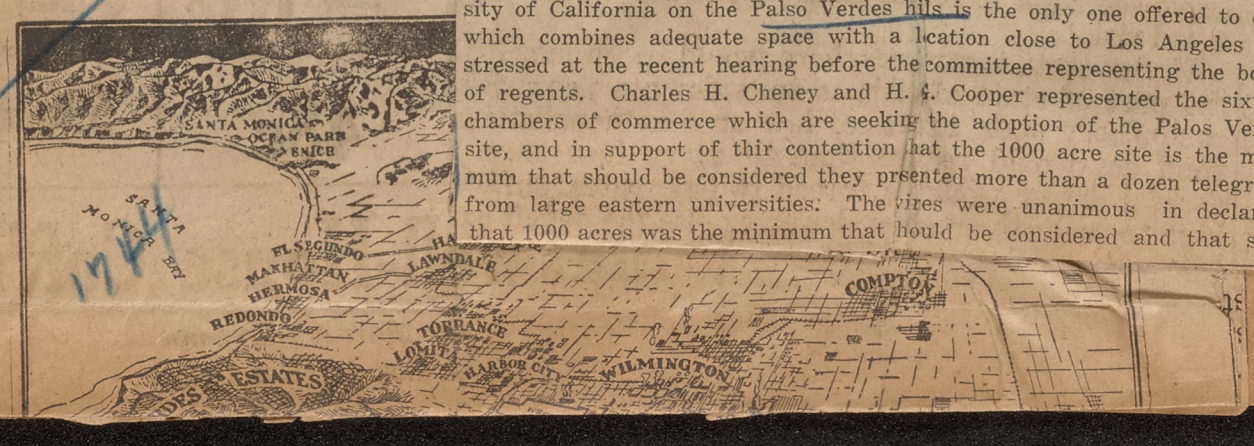
Proposed University Site

URGE BIG SITE FOR U. OF S. ON PALOS VERDES LOCATION, CLAIM

That Bay District May Obtain Big School is Belief of Harbor C. C. Officials Following Meeting.

Pacific Electric Guarantees Adequate Transportation to Proposed Site, Claim. To be Dedicated Feb. 10.

The fact that the proposed site for the southern branch of the University of California on the Palso Verdes hils is the only one offered to date which combines adequate space with a location close to Los Angeles was stressed at the recent hearing before the committee representing the board of regents. Charles H. Cheney and H. ... Cooper represented the sixteen chambers of commerce which are seeking the adoption of the Palos Verdes site, and in support of thir contention that the 1000 acre site is the minimum that should be considered they presented more than a dozen telegrams from large eastern universities. The wires were unanimous in declaring that 1000 acres was the minimum that hould be considered and that still



UNIVERSITY PROSPECTS

THE location of the site for the proposed southe... of the University of Southern California will, i... hoped, settled in time to permit action by the prese... ture.

The commendations received by the Palos V... committee are for their forethought in wiring to the ... of 15 of the greatest universities of the country, as... much acreage these universities had and how much th... advise Southern California to have, are well merited. ... Livingston Farrand of Cornell University (which ha... acres), wires that he "would regard 1000 acres as p... sufficient for academic buildings and grounds, but no... cient if farm, forestry and similar activities are to be p... for." Pennsylvania State College wires that they believ...

REDONDO BEACH, CAL., BREEZE—19S
JANUARY 21, 1925

Harry G. Cooper Commended for His Untiring Efforts

At the directors of the Chamber of Commerce meeting yesterday Harry G. Cooper, who has taken a leading part in the effort ... the Palos Verdes site ... was

TO STAGE TOURNEY

SAN PEDRO, Jan. 20.—The first ... 925 invitational golf tournament ... southern California will be held ... an. 27 to Feb. 1 inclusive, over ... e Palos Verdes Country club ... urse, near here.

Qualifying rounds will be played ... uring the first two days of the ... urnament, match play following

REAL ESTATE FOR SALE

... ch, however, payment ... promptly. ... Department, Phone ...

JANUARY 21, 1925

...IAL TOURNEY ...ARTS JAN. 27

... LOS VERDES GOLF CLUB, ... which boasts a course near ... Redondo which has a beautiful ... ic setting, will start the 1925 ... on of invitational golf tourna-

REDONDO BEACH, CAL., BREEZE—19S
JANUARY 22, 1925

ALL UPHOLD LARGE CAMPUS AS NECESSARY

Site Committee Receives Universities Universiteis

MUCH LAND NEEDED

University of Washington ... ("Our campus within city limits ... four miles north of business cen... ter with lake and canal on south ... line and another lake on east side ... 60 per cent of residents live north ... of lake and canal. Ideal campu...

...OS ANGELES DEFEATED BY FLINTRIDGE

Wilshire Moves Into Second Place as Result of Win Over Hollywood Squad

By Jess Puryear

RANCHO COUNTRY CLUB'S golf team went into first place in the Class A Division Eight Club League by winning, 12½ points to 2½, from the strong San Gabriel ten-man squad. Los Angeles succumbed to Flintridge, 8½ points to 6½, and dropped from the leadership into third place, Wilshire taking second notch ... reason of a 10½ to 4½ point victory over the Hollywood team.

The Rancho golfers, led by Frank Collins, captain, certainly sprung a surprise on their visitors from San Gabriel, George Van Elm and H. Hughes, No. 1 team, winning 2½ points from Arnold Statz and Dalzell. Dr. P. A. Moulton and Bundy, Rancho, won two and lost one to McDonald and Bean, San Gabriel. Results of the other matches follow:

Merritt and Keller (R.), 2½; Rankin and Buell (S. G.), ½ point. Beckitch and Soladini (R.), 2½; Cook and Plank (S. G.), ½. Clark and Sebastian (R.), 3; Cheney and Getty (S. G.), 0.

Hollywood's first two, Jack Tarrant and George Lance, won 2½ points from Norman Macbeth and Max Behr of Wilshire on the latter club's course, but the home team carried off the honors in the other matches.

IN GOOD FORM

Lance played beautiful golf, while Tarrant was also in fine form. Macbeth scored a 74—excellent golf on the lightning fast Wilshire greens and dry fairways in a match play round—and Behr had a 76. The teams were all square going to the sixteenth, but Lance then uncorked a birdie to put his team out in front and repeated on the eighteenth hole to cinch matters. Results of the other matches:

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LOS ANGELES, C... EXAMINER
JANUARY 21, 1925

Harbor District Repaving Seems ...

Wholesale improveme... bor district streets is ... an ordinance awaiting ... proval by city council ... of favorable action, C. ... city engineer at San ... nounced yesterday afte... ence at uptown headqu...

Foremost of these is ... extension of Harbor ... around the West Basin ... asphaltic surfacing. Ot... tial thoroughfares inc... Bonita, from Harbor b... Palos Verdes; Palos V... Bonita to Oliver; Amar, ... Verdes to Center.

LOMITA, CAL., NEWS
JANUARY 27, 1925

$25 GIVEN TO LAND

SECTION

BRI

on

Hi

LONG BEACH, CAL.,
PRESS-TELEGRAM—10
JANUARY 28, 1925

SECTIONS JOIN TO HAVE UNIVERSITY LOCATE IN SOUTH

UNITED effort to get a real university for Southern California by presenting a solid front to the State Legislature, and deciding a site later, is under way. A resolution looking to this end was adopted Tuesday afternoon at a meeting held in the Long Beach Chamber of

SAN PEDRO, CAL., P
JANUARY 28,

Glover-Phillips Wedding to be Thursday Event

One of the most notable event of the week will be the weddi Thursday night of Miss Alv Glover of Wilmington and Llew lyn Phillips of Lomita, scion one of the oldest pioneer fa of the harbor section. will exchang

and home
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THURSDAY,

WHO TH

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GLENDALE, CAL., NEWS—9
JANUARY 29, 1925

BEVERLY HILLS FAVORED FOR U. C. SITE?

Board of Regents Look With Approval on Location, According to Report

By GIL A. COWAN
Of The Evening News Staff.

An investigation was ordered by the Senate and Assembly of the California Legislature on the part of the board of regents of the University of California into the eighteen or more proposed sites offered for the southern

located on Vermont

Hillcrest Country club course. J. B. Hoffman at the Strauss, H. Sere, J. Y. Liebold, H. L. Gumbiner, Sidney Stone, of Detroit; Mr. and Mrs. Max May, Mrs. F. Plumenthal, Mrs. Vic Jaffee and T Endicott, of New York, were other notables who toured the Hillcrest course.

Palos Verdes

FIRST round of match play in the annual invitational tournament at the Palos Verdes Country club will be staged today, with the second round tomorrow, semi-finals on Saturday and the finals Sunday.

Women's Teams Play

match

WELL-WELL-IF IT ISN'T MISS SPILLIT-AND GASSING AS USUAL-SAY, WHERE DO YOU GET YOUR SUPPLY OF GAS-?

Be

A MAN

TONS

TEAD AND WILL

Copr. 1925, by King Features Syndicate, Inc., Great Britain rights reserved.

during the

HERMOSA BEACH, CAL.,
REVIEW—172
JANUARY 30, 1925

CLUB HEAD AND COMMITTEE LAUD SITE

By Alice Hicks
President Hermosa Woman's Club

It remains for time to tell if January 23 will be remembered by C. H. Cheney and a committee of the south bay district as the beginning of a new era for this community.

Mrs. Joseph Sartori, one of the regents of the University of California, visited the proposed southwest site on that date and in a true master's way C. H. Cheney pointed out what splendid use might be made of the endowment nature has given us, including one natural stadium and commanding views for the buildings.

With a map Mr. Cheney showed clearly the proposition, ever keeping in mind the main object so that not a single incident contributing to the richness of this natural endowment ever escaped those listening.

It was a memorable day for those

raise are in truth'

FIRST TOURN

The first tournament tition of the 1925 season in ern California was to get under w today with medal play at the ne completed Palos Verdes links. invading British team of Mitchell and George Duncan participate.

1

Score of 8f Play

NE GALBRAITH

MRS. DAVID ASHER
URGER are entertaining elaborate dinner party Satnight at their home in Holly- in celebration of Mrs. Hamburger's birthday anniversary. Cov-

ourney

PALOS VERDES IS SCENE OF BIG EVENT

ress than six months old and have
Los Angeles, Cal.
ILLUSTRATED DAILY NEWS
JANUARY 27, 1925

FINISH MED AL COMPETITION IN TOURNEY

First Round of Matches in Palos Verdes Event On Tomorrow

With many of the "big guns" of local golf teeing off, qualifying competition in the first annual invitation tournament of the Palos Verdes Country club at Redondo was completed today.

Yesterday, the first day of the medal battle, a pair of 80's handed in by J. S. Gaines and C. H. Wisner, proved to be the best that any of the more than 100 who started

SAN PEDRO, CAL., P
JANUARY 28,

GOLFERS OPEN '25 SEASON AT PALOS VERDES

Southern California golfdom awakens to its responsibility of keeping the great field of sportsmen in this section of the country supplied with amusement today when a large

JANUARY 27, 1925

J. A. Smith Aids In work to Get Site Selected

Committee Busy Boosting Palos Verdes as C. of

greater percentage of sunshine than any other point in the state, the students will be in an atmosphere that will benefit them in after life.

Another meeting will be held at Long Beach this afternoon at 3 o'clock.

COMMITTEE TO BACK REGENTS BRANCH SITE

Editors Will Inspect the

campuses. Many of the sites offered the Regents are many times smaller than the Palos Verdes offer.

Enclosed in the letters sent out editors is a copy of a com munit
8. A similar inspection
by several members of the Board of Regents two weeks ago.

President's Cobbler

Los Angeles, Cal.
TIMES
JAN 30 1925

PROMISE MADE TO SAN PEDRO

Mayor to Recommend New Public Building

Annual Message to Council to Favor Project

Cost of Proposed Structure About $150,000

A six-story municipal building costing more than $150,000 for Seventh street and Harbor Boulevard, San Pedro, will be recommended by Mayor Cryer in his annual message to the City Council next week, it was announced yesterday.

The building proposed would house one of the fire stations, police station, health, engineering and City Clerk's offices, building department branch and offices for the

pier 15
arrangements have been made through the Los Angeles Steamship Company for the entertainment of members of the chamber and their friends to the number of 200, according to an announcement by Lou W. Johnson, secretary of the chamber.

The program for the evening will include a report of the year's activities by the retiring president, Thomas F. Mason, and an announcement of plans for the coming year by the new president, E. M. Beattie. H. T. Cory of Hermosa will discuss the proposed site at Palos Verdes for the University of California, Southern Branch, and C. A. Gummer of the University of California will speak on the building of a city.

NINE ALIENS HELD

of the line, also is due here from Seattle February 7, according to Schutten.

Capt. H. E. Halvorsen was back on the bridge when the liner Emma Alexander arrived from Seattle and San Francisco yesterday with 140 passengers. Capt. George Zeh had been commanding the Emma during Halvorsen's absence on vacation for a month. Capt. Bartlett and Capt. Zeh, who are alternating masters on the greyhound H. F. Alexander, sailed north in command of the Admiral Schley yesterday. They will return to the H. F. Alexander when the latter returns to the run April 1, after her regular layoff. Capt. Halvorsen and Purser Allen of the Emma Alexander have developed sheik mustaches during their layoff.

The Pacific Mail liner Venezuela will arrive from San Francisco tomorrow morning en route to Panama and the Atlantic Coast with eighty passengers and several thousand tons of freight. Among the passengers boarding here will be A. M. Shenk, Calexico cotton grower, en route to Salvador where he has 20,000 acres in cotton. It is understood 20,000 bales will be shipped from Salvador for here and Europe this season. The freighter Santa Olivia of the same line is due eastbound Monday, to take on 2000 tons of beans, canned foods, hides, cotton and fish meal, according to Clay Hutchinson, Southern California manager of the line.

The Canadian Pioneer is due from Antwerp February 9, inaugurating the new service from Britiss Columbia to Europe for the Canadian government merchant marine, and will discharge 3500 tons of European merchandise, according to E. W. Hardie of Dodwell & Co., local agents for the line. Four vessels are being operated on this new service. The Canadian Coaster sailed back for Ocean Falls, B. C., yesterday noon after discharging 900 tons of newsprint. The Canadian Farmer will replace the Canadian Rover, now undergoing annual overhaul at Prince Rupert, and is due from Ocean Falls Monday.

TORRANCE, CAL., HERALD 211
JANUARY 30, 1925

C. of C. Votes Share in Fund For Site Body

Directors Will Stand Part of University Campaign Cost

1744

The Torrance Chamber of Commerce will stand its proportionate share in the fund being raised to conduct the campaign for the selection of the Palos Verdes site for the Southern Branch of the University of California. This was [illegible] afternoon by the

EL SEGUNDA, CAL. HERALD 165
JANUARY 30, 1925

SELECTING THE UNI

1744

A great state university for [illegible] what the people south of Tehachapi want, [illegible] college for Los Angeles or any other one local community.

There seems to be some confusion in the discussions now under way before the committee on site for the re-location of the Southern Branch of the University of California and among the Regents themselves, as well as the general public, over this point. A president of a prominent college has pointed out that state funds could hardly be used to give the city of Los Angeles a local city college. Los Angeles is wealthy enough and able enough to establish her own city college when that becomes necessary and desirable. What the people of Southern California are concerned with now is the immediate selection of a site large enough to take care of 10,000 to 25,000 students if necessary and bring together on the same campus special schools in all the great problems of our time, not only of engi-

EDUCATORS INSPECT SITE

Visit Palos Verdes Hills Location Being Urged for Southern Branch, University of California

1744

A personal inspection of the 1000-acre site on the Palos Verdes hills [illegible] being urged for the Southern Branch of the University of California, has been made by President Campbell of the University of California.

President Campbell was accompanied on his trip by several department heads from the Southern Branch, as well as Charles H. Cheney, city planner, and H. T. Cory, engineer, who represented the Chamber of Commerce of the

provide adequate accommodation.

Their contention in this regard was upheld by many telegrams received by the Palos Verdes site committee from the heads of eastern universities. President Livingston Farrand of Cornell University, which has 1360 acres, wired that 1000 acres would prob-

ENVIRONMENT AND CHARACTER

THE effect of beauteous or sordid surroundings on human lives is not ordinarily given sufficient consideration, but is nevertheless an important factor in the building of character. True, it may be that many have kept clean souls under the most unfavorable environment, but it has only been done by a waste of will power that would have been conserved under better conditions. For this reason a great educational institution built for the moulding of human lives cannot leave this

LOS ANGELES, [illegible] site for its labors. That

FEBRUARY 2, 1925

Arrange Inspection Of Sites for U.C.S.B.

1744

The southwest site committee has arranged for a tour of inspection of Palos Verdes sites submitted by that committee for the location of the University of California, Southern Branch. Next Sunday they will be hosts to editors and publishers of papers in the cities included in the organization of the southwest site committee.

The committee plans to demonstrate the development that is taking place in that section of South-

Rotarians Will Visit Proposed University Site

Torrance Men Will Inspect Palos Verdes Property Thursday

1744

PLANNING A CITY FOR TOMORROW'S NEEDS

1744

Palos Verdes Golf Club

Away back in the early forties, when Los Angeles was still a sleepy pueblo under Mexican rule, an effort was made to widen the narrow streets. It failed, not because land values made the costs prohibitive, but because some one dug up the ancient "Law

Palos Verdes has been overlooked. Instead of a large central business section, with the eventual crowding and traffic problem which that would mean, there are planned a number of business centers, or "plazas." From a study of scores of towns in California,

HERMOSA BEACH, CAL., BREEZE
FEBRUARY 5, 1925

Without Naming Nan Points Finger Dire Site as Place for Building University

1744

An editorial in this morning's Times concerning a location for the Univrsity might just as well have been accompanied by a picture of the Palos Verdes site, for it certainly described our site so perfectly that there was nothing left to the imagination. The article pointing the ditorial finger right this way says:

"President Campbell and the Regents of the State University

"These things are essential to the ideal university. But the Times recognizes that there are other considerations which the Regents may regard as para mount. A state university is supported by the taxpayers; and, for this reason, it offers opportunity to those of limited means to secure a college education. Perhaps a majority of those who send their children to a state university

Work on to Red Nearly

1744

Work on the near the San Ped try Club will be completed this

The fight over the location of the new state university has reached the resolution stage. The village spirit of a number of communities including the metropolitan district has arisen to take a poke at the Palos Verdes site which seems to be growing in favor.

Yesterday the San Pedro Chamber of Commerce adopted a reso-

WILL SHOW EDITORS SITE

1744

Southland Newspaper Men Will Be Guests at

FEBRUARY 3, 1925

Property Owners Raise Protest Over Hog Farm

1744

Threatened with what they declare will result in a depreciation of their property values scores of residents and property owners from Palos Verdes, Keystone, Long Beach, San Pedro and Dominguez today stormed the board of supervisors to prevent the establishment of a hog farm near the harbor in a large district bounded by Carson,

trict of Long Beach, to say nothing of the possibility of the spread of disease which could be carried by the flies which would be bred on the farm.

To all applications for relief from the alleged nuisance, the board said it was at present without authority under county ordinances to prohibit such farms, if they were approved

C.S.B. Site Has rrowed Down to Four Locatio

1744

The fight over the location of the new state university has reached the resolution stage. The village spirit of a number of communities including the metropolitan district has arisen to take a poke at the Palos Verdes site which seems to be growing in favor.

Yesterday the San Pedro Chamber of Commerce adopted a reso-

of the four, Westwood Santa Monica and Lo and the Fullerton site named. Pasadena has hope of the Huntington

The Hastings ranch a and the appointment o mittee of prominent citiz ed by Henry M. Robin Robert A. Millikan and

RIVERSIDE CHANCES FOR UNIVERSITY ARE DOUBTFUL

1744

Delegates Will Attend Meeting of Regents in Los Angeles Next Tuesday Morning

LOS ANGELES PUTS IN PROTEST

tion in Riverside and owns consid-

BRUARY 5, 1925

UNIVERSITY MORALE

NO more important consideration in the location of cational institution exists than that of "university r

It may be said that in a general way the material of the country, especially that of California, is so ra the cultural and intellectual sides of modern civiliza under-appreciated. The rapid spread of higher education, unprecedented in the world's history, is requiring large and increasing demands for staff members. All higher institutions of learning have grave problems of making financial ends meet, with the result that teaching staffs of universities are, everything considered, probably the most under-paid classes in American national life. The combination of large material rewards elsewhere and the impossibility of paying adequate salaries, together with the under-appreciation of intellectual achievements and authority, tends to discourage many of the most capable men and women from entering upon, and more particularly continuing in, [illegible] States. Admiration of [illegible] and living as distinct from fame and real achieve-

President of Hermosa Woman's Club Writes of The Jaunt to The Site of The New University Branch Campus

1744

As the time draws near for the meeting of the regents of the University of California, we feel so full of the subject that everything else seems to fall into the background, and just the mere name university peeping at us from a printed page, starts our hearts to fluttering. An article written by the brilliant club president of the Woman's Club of Hermosa Beach or Hermosa [illegible] this

Francisco, or as Berkeley is from San Francisco. Also they might raise the objection of adequate transportation. Of course there is none whatsoever, but that instead of being an objection is in its favor, as there is nothing to undo, and the Pacific Electric has already outlined a system that will be under way immediately if this site is accepted.

The very objections that [illegible]

OT 18
1925

UNIVERSITY SITE

rticularly a state institution, should be
y of the greatest good to
an adequate site should be provided
om the greatest industrial development
nt to students who are compelled to
ir education.

The chances of the location of the Palos Verdes site of the southern branch of the state university would be greatly enhanced by a study of the attendance records from all the large American universities, which show that 75% of all students come from within a radius of 60 miles of the institution. Over half of the high school graduates of California

WESTWOOD SITE TO BE BOOSTED

1744

Location for University Endorsed by Groups From 7 Cities

Procedure to be followed in presenting the Westwood tract to the board of regents as the site for the University of California, Southern Branch, when it is moved will be decided tonight when the univer-

TRIO OF SITES REMAIN FOR DECISION

1744

Burbank, Palos Verdes and

VISIT SITES

Kibler Makes Suggestion [illegible] stated to Members of U[illegible] in Los Angeles

RUARY 6, 1925

...ith Southn Cali...

Novak, in Great Form, Leads by 3 Strokes; Hunter Likes Course

By D. SCOTT CHISHOLM

Regardless of the elements, play went to a conclusion to... the Southern California open golf championship at the Hillcre... club course.

Joe Novak, former Montana state open champion, and... the Berkeley Country club, started the final 36-hole round ... the field. He shot a dazzling 70 and 7... yesterday to a lead of...

If Genial Joe keeps up the same pace he should come mighty near to lifting the coveted crown now held by Hutt Martin of Bullock's.

Close on Novak's heels as the camped around the 150 mark this morning. The early morning rain...

LOS ANGELES, CAL., TIMES
FEBRUARY 8, 1925

...OPULATION CENTER FOUND

...uidistant From Majority of Sites Offered Southern Branch, University of California

...exact center of the Greater Los Angeles Metropolitan District ... found to be on Santa Barbara avenue near Central, and the ... between 1918 and 1923 was greater on the southern side of ...han anywhere else, according to data based on the spot maps ...tion prepared by the Los Angeles City and County Traffic Com... its street-plan report of last year by Frederick Law Olm... and Bartholomew and Charles H. Cheney, consulting engi... and given out yesterday.

"Last year the Traffic Commis... went to considerable expense ... find out where the people ... of ... California to a much larger site if Southern California is to have a really great State institution, and the center of population was de...

SAN PEDRO, CAL., PILOT 15
FEBRUARY 9, 1925

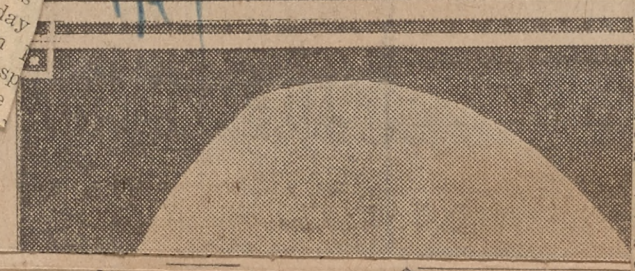
MAY SELECT U.C.S.B. SITE TOMORROW

Regents to Meet in Los Angeles; Henning to Attend

The village spirit of Los Angeles in dealing with the problems of education in California are most deplorable, President Ray Gabbert of the Southern California Editorial Association told the editors who had assembled yesterday in the rain to see the proposed site on the Palos Verdes Estates. Tomorrow the regents meet in Los Angeles to hear the report of the committee that has named four sites as suitable.

"We had a little experience with this spirit in Los Angeles when we went before the legislature for an appropriation for the citrus experimental station at Riverside," said Gabbert. "Los Angeles thought because we wanted a little money for a highly technical work that could only be d... Tuesday evening favorable climatic... he home of Mr...

Wins Prize as Bes... Home at Palos Ve...



...ara Avenue Near ... ark

Pole

land, ...re
comp...his
On...day
San
fleet...ing sp...
day...ing
chu...service

HAWTHORNE BOULEVARD TO BE PAVED

Work on West Side to Start March 2 Unless Protested by Land Owners

NOTICES ARE POSTED

Improvement Vital to Devel... ...opment of This Di...

TORRANCE ROTARY AT UNIV. SITE

Approve of Location on Palos Verdes Hills Is Report

DECISION MADE SOON

ADOPTS RESOLUTION ON UNIVERSITY SITE

In answer to the publicity being given in Los Angeles to the effect that the University of California, Southern Branch, should not be moved out of the confines of the city proper, the San Pedro Cham... funds to establish a local city college for the city of Los Angeles, as the Los Angeles city council is well able to furnish funds for that purpose if and when there is a real necessity therefore;

...Resolved, That as an organiza...

Rambling Thoughts On Many Subjects

By SAM G. AUSTIN.

Once more we were treat... to a little surprise in the ... rm of rain. Slight, it is... ...but the drizzle sunk into... th... ground and not a drop... wa... wasted. It seems curi... ous hat Southern Californiat should be so shunned by... Jupiter Pluvius, while in the... about floods, highways have been impassable and base... ments have been pumped...

UNIVERSITY REGENT VIEWS PALOS VERDES

By

Mrs. Emily C. Sinsabaugh
President Neptunian Club
Manhattan Beach

When Mrs. Sartori, Regent of the University of California, visited the proposed site of the Southern branch of that institution in the Palos Verdes Hills, she was accompanied by a most enthusiastic group of people. They had already traveled on the hills many times, but even they were thrilled anew at the wonderful views of the surrounding country, changing constantly in true kladeidoscopic style. When the cars drew over the top of the last hill, there was a gasp of delight. It was like fairyland, with the mountains in the background, the sea at foot and Catalina only a step over. The...

VON ELM PLAYED BRILLIANT GOLF TO WIN TITLE

By D. SCOTT CHISHOLM

When George von Elm, the 23-...

EDITORS TOUR PALOS VERDES

Proposed University Site is Inspected

SCHOOL REGENTS MAY SELECT NEW SITE TOMORROW

Final Hearing on Location Of Southern Branch To be Held

WESTWOOD FAVORED BY SEVERAL CITIES

...Bay University Site Is Closest to Population Center of Los Angeles

The Santa Monica Bay District ...posed site for the next Califor... state university is nearer the ...ter of population of the Los An... ...es district than any one of the... those favored. The Westwood site is supported by Hollywood and Los Angeles interests, in addition to Venice, Santa Monica and other ...ay District communities. Bur... ...

WORKERS IN PAY RAISE

The Redondo Chamber of Commerce Is Strong for The Employes

PASSES RESOLUTIONS

Hear from Two Women Who Visit Meeting on Music Business

CITY ENDORSES U. S. FORESTRY RESERVE BILL

Chamber Pledges Support for Proposed Project in Devil Canyon

SHORTRIDGE'S ACT

Establishment of Experimental Station Is Requested

...GREAT UNIVERSITY

...approves the spirit of amity voiced in resolutions ... some days ago by a conference representing sixteen ...ich favor the Palos Verdes site for the Southern California. This resolution commended the business ...heir policy of not trying to duplicate the very expen... ...dy so well equipped at Davis, Riverside, Berkeley and the various agricultural experiment stations in the State, and asked that those schools receive the continued support of the Legislature and of all California.

Riverside has had ambitions for procuring the Southern Branch, basing its

Long Beach, Cal. Sun Feb. 9, 1925

Proposed U. C At Palos Verd Newspaper,

1744

Eighteen cities and towns represented by 42 newspaper a gates who met at the Redondo rooms yesterday at 11 a. m. an to the proposed Palos Verdes si fornia's Southern branch. Winding their way up to the top of the Palos Verdes hills over the wide,

partment sidelight by Harry G. Be

Inspect P

Members of Editorial Associa for the southern branch seemed n lunch at

p. m.—Dance orch

m.—Standard ornia, presentin music. (The day).

p. m.—John Sn (all vocal progr

ton Site committee ... that the branch be located

RIVERSIDE, CAL., PRESS—45
FEBRUARY 11, 1925

REGENTS VIEW BRANCH SITES

Board Makes Trip to Four Locations Proposed for Southern Branch

1744

Choice of a site for re-location of the Southern Branch of the University of California will be announced by the board of regents at its next meeting at San Francisco March 10, according to information given out last night at conclusion of a hearing in Governor Richardson's office at Los Angeles, at which 19 offers of sites were considered.

Acting on belief that the minds of the regents were already settled on elimination of all proposals from consideration save four, Beverly Hills, Palos Verdes, Fullerton and Pasadena, the Riverside Chamber of Commerce refrained from attending the hearing. The Riverside chamber has courteously called attention of the regents to the fact that the university already owns a tract of 772 acres once required as a site for a school at Riverside and that more land adjacent is available to meet any requirement.

Cities represented by spokesmen

SANTA MONICA, CAL., OUTLOOK
FEBRUARY 10, 1925

University Regents in Conference

1744

House at Westwood

te Sunday

nce to the proposed site alos Verdes hills. All he visitors were given nit.

LOS ANGELES, CAL., TIMES
FEBRUARY 10, 1925

FOUR SITES FOR BRANCH IN LEAD

Dr. Campbell Thinks Them More Suitable

Board to Consider Tracts Offered Today

University Head Taken on Inspection Tour

Four of the sixteen sites proposed for the new home of the University

RICHARDSON IN CITY FOR FORTNIGHT

Will Preside at University Site Meeting and Inspect Interstate Roads

1744

Gov. Richardson returned to the city yesterday from Sacramento for a two-weeks' stay during which he expects to keep extremely busy in studying various matters affecting the Southland.

As an ex-officio member of the

Los Angeles, Cal., Herald 26
FEBRUARY 10, 1925

9 Sites

1744

OFFER BOARD THREE L. A. LOCATIONS

Southern Branch Proposed Sites Taken Under Advisement

Oxnard Cal Courier
Feb 10 1925

Palos Verdes Hills I

1744

REDONDO BEACH HOST TO MANY VISITORS

Newspaper Men and Women and Commerce Chamb Officers Viewing

REGENT IN L

Two of Rema Plats

lerton, Glendale and Westwood, and at this time it is possible they may eliminate two of these, but final decision for recommendation to the Legislature is not expected before the March meeting.

Mr. Cheney and Harry Cooper of the Redondo Chamber of Comme plain to the pa issue toda versit

follows: Prologue, John Oliver; Trumpeters, Albert Unmack, Edgar Martin; Spirit of the People, Barbara Parmley; Spirit of Drama, Carrie Unmack; Spirit of Music, Helen Hartley; Spirit of Art, Clara

considering ests of the State ucational standpoint.

Sees Great Future.

Mr. Cheney, speaking as an alumnus of the State University, said that he believed it possible of means who now live in Southern California to equip the Southern Branch by endowments similar to the methods employed at

SAN DIEGO, CAL., TRIBUNE
FEBRUARY

Scout Anniversary Marked by Special Services in Church

CHURCH TO HOLD OPEN HOUSE

FOR UNIVE BY ADVI

La Jolla practically is eliminat from the contest for locating branch of the University of Califo nia, according to President W. Campbell, who made the stateme upon arriving in Los Angeles th the site in all probability would one of four, one at Burbank,

Montana Yos, Found iRe

NEW YORK, Feb. 9—Webster, ners National Beach; E. A. Secretary of the Re- Beach Chamber of Com- e; Mr. and Mrs. Berle D. Watts Review; Charles Redondo Beach y Breeze; C. H. Turner, Redo Beach Reflex-Advance; R. Alexander, Lennox Tribune; H. Hargraves, Redlands Facts; rs. D. M. Shreve, S. G. Cookgs, Long Beach Worth While agazine; Harry Thomas, Lawnale Chamber of Commerce; John V. Welts, Lomita Chamber of Commerce; Florence S. Bertelson, Redondo Beach correspondent of the Los Angeles Times; Dan Holland and W. J. Crock, directors and George P. Larsen, Secretary of the Compton Chamber of Commerce; N. T. Broadway, Alhambra Federated News; George A. Raymer and Hugh Miller of the Fullerton Chamber of Commerce; C. F. Waite, San Pedro Daily Pilot; Mr. and Mrs. S. S. Bellesfield, Watts Review; Helen K. Brock, El Segundo Chamber of Commerce; O. G. Francke, Orange Daily News; J. Ray Gabbert, John Gabbert and Jane Gabbert, Riverside Enterprise; Clarke S. Hyde and Luther A. Hyde, Torrance Chamber of Commerce; Harry G. Cooper, Redondo Beach Chamber of Commerce; Chester D. Fren Long Beach Morning Sun, and and Mrs. Walter Troth, Beach Press-Telegram.

SOME HOPE YET FOR OXNARD SITE.

1744

Word from Los Angeles is to the effect that decision as to the selection of a new site for the Southern Branch of the University of California has been put off until the next meeting of the board of regents, on March 10.

It is also stated that four sites are considered most available: Burbank, Westwood, Palos Verdes and Fullerton. The first three are in Los Angeles county. Fullerton is in Orange county. Oxnard must favorable consideration.

Then if the regents given Ventura county as much consideration as they have Orange Oxnard's chances will come to the front.

Decision to postpone the selection for another month means that our chances are not gone as yet.

REGENTS

COMITA, CAL., NEWS
FEBRUARY 10, 1925

Editors Inspect Palos Verdes Site

1744

Scores of editors and publishers of newspapers in Southern California were guests of the Southwest

LOCAL DRIVE IS BOOSTED BY NEWPORT

Beach City Offers Water Frontage On Bay To University

1744

FAVOR FULLERTON

Newport Offer Dep On Local Site Being offered were

TORRANCE, CAL., HERALD 211
FEBRUARY 10, 1925

Editors Inspect Palos Verdes Site

1744

Scores of editors and publishers of newspapers in Southern California were guests of the Southwest Site committee at a luncheon at La Venta Sunday noon and inspected the proposed Palos Verdes site for the University of California, Southern Branch. The editors expressed their admiration of the property as a location for a great university.

The Rotary Club of Torrance last Thursday noon held its luncheon at La Venta and viewed the site

tered as second-class matter, Feb. 4, 1922, at the Postice at Glendale, Cal., under the Act of March 3, 1879

AVE CITY I

tes Under Regen

1744

sion, Dr. Charles H. Scott, representing the affiliated chambers of commerce of Los Angeles southwest suburbs, read a letter from Alonzo Bell, owner of Bellaire, offering as a gift the 100 acres for resident purposes in connection with the Beverly tract.

ALL O FUN

Ride." Num alone will in

Regents Will Meet With Governor Richardson to Consider Offers for Location

1744

Selection of a new site for the Southern Branch of the University of California will be considered at a meeting of the twenty-three regents with Governor Friend W. Richardson this morning at 10 o'clock in his office, tenth floor Pacific Finance building, Sixth and Olive streets.

Unexpectedly to the regent, the proponents of the various sites for

BUSINESS MEN

Prosperity Meeting Is Arranged

1744

Announcement was made today by the directors of the commercial board of Los Angeles that the annual "Prosperity

L. A. Vote on Plan ange U. C. S. B. Site

ice of Governor lock this morn- regents of the ornia laid the t they believe ggest universi- ates when they f the site com- l locations for

and valley cities united in the offer.

J. A. Prizer of Fullerton offered the 1000 acres of the Bastanchury ranch, all within the confines of the Orange county city.

Charles H. Cheney, representing 16 communities from the beach territory, extended a gift of 1000 acres of Palos Verdes land.

OTHER SITES OFFERED

George Thomas of Pomona suggested the 800 acres of the state-

Editors Inspect Palos Verdes Site

1744

Scores of editors and publishers of newspapers in Southern California were guests of the Southwest

SANTA PAULA, CAL., CHRONICLE, FEBRUARY 10, 1925

L. A. 'RUSHING' U. C. SITE IN CITY LIMITS

Say Only Four Sites, All Within Metropolitan Area, Are Being Considered by Regents

MEET TODAY TO DISCUSS PROPOSITION

That Los Angeles apparently intends to 'rush" the site for the south

LOS ANGELES, CAL., EXPRESS, FEBRUARY 11, 1925

VIEW SITE

Woman's club of Redondo continues to interest itself in community affairs. Through the earnest solicitation of Mrs. T. A. Gould, Mrs. Joseph Sartori, university regent, viewed Palos Verdes site, near Redondo, offered to U. C. S. B. Prominent Redondo clubwomen who acted on the committee in behalf of Redondo Beach chamber of commerce were Mmes. T. A. Gould, P. S. Venable, Blanche Friend Austin and the club president, M. Ione Gale.

LAS POSAS SITE FO U. OF C. ELIMINA

BERKELEY, Feb. 10—The sele of a new site for the Universit California, southern branch, has gressed so far that the regents h narrowed the possible sites to fou was reported today on the univers campus. These sites are:

SAN PEDRO, CAL., PILOT, FEBRUARY 11, 1925

DECISION ON U. C. S. B. SITE DUE MARCH 10

Regents Inspect Off... Made After Co... ence on S...

Choice of a site ...ed h... ern Branch of th... its next ... California will b... ...sco, March ... the Board of Re... e... meeting in San ... this announce- 10. ... hearing in the ...

The board m... Los Angeles ment following ... separate governor's ... which 19 yesterday at ... considered. offers for tracts ... the board ...

...esidents are withholding ...ontributions until space may be obtained for proper building extension. However, at the meeting yesterday a representative of the Vermont-... acres. He said he spoke ...ood pre- allied chambers of commer... Hollywood, Sherman, Sawte... Palms, Santa Monica and Venice, and argued that 85 per cent of the students live within the metropoli... area, and that the Beverly Hills will be closest to the popula-

...ait for a boyish type! A ...

...es, Cal.

...ES

1925

LOS ANGELES, CAL., EXAMINER, FEBRUARY 11, 1925

U. C. BRANCH SITE DECISION MEETS DELAY

yesterday the regents made a trip

...TS CO...

Says no Decision Will be Made Before March 10; Inspection of Offers Made

...d of Regents of the University of California, including ...on as ex-officio member, met here yesterday to consider ... new site for the university's southern branch and, after ...entatives of the more important of the proposed sites, ...ection of them. The meeting adjourned with the announcement that no decision will be reached before the next meeting on March 10 at San Francisco.

...elveny of the local ... tion center of the metropolitan ...tee on the site area.

...itted his report. Dr. Charles H. Cheney, for Palos Verdes, offered 1000 acres. It is ...ending school.

Six hundred acres known as the Tri-City Tract, offered jointly by Pasadena, South Pasadena and Alhambra, were described by G. L. Ingles. On Pasadena's part the site is a third choice, and probably will be a gift to the State, he said. It is located six miles south of Pasadena.

...ot ...he

...LES, Feb. 10 (A.P.). ...d board of regents of the Uni... ty of California, meeting here today to consider the selection of a new site for the university's southern branch, now located in Los Angeles, adjourned with the announcement that no decision would be reached before the next meeting of the regents, March 10, in San Francisco.

Prior to adjournment, which was taken to start inspection of the more important of the proposed sites, the regents received descriptions of the land offered and heard protests of Los Angeles interests against moving the institution.

One group in favor of keeping the university here met the argument that a lack of ground is retarding the school's growth, with a proposal that the city condemn enough land to meet the institution's need.

Four of 16 proposed sites which it was announced are considered as more likely of acceptance are located at Beverly Hills, Burbank, Palos Verdes and Fullerton.

Churche... Organi... ND

...EMBER

...BEACH, LOS

S

...n Legion Auxly. ...es New Year, Has ...llation of Officers

...ey, ...ndo Beach Post No. ...e fa... ...ary has one of the fin- ...in this district for put- ...e ritual of this order." ...he statement of Mrs. ...ert who was the in- ...icer sent down by the

Feb 10 - 1925

Regents Will Co... University Sites Tod...

Dr. W. W. Campbell, president of the University of Ca... said, on arriving in Los Angeles from Berkeley yesterday, th... of the sites offered for the Southern branch of the universit... more favorably considered than the numerous other location... able.

These four were the Westwood (Bay District) site, the Palos Verdes site, the Burbank site and the Fullerton site. The first three of these are within the Los Angeles metropolitan district, he stated, and the fourth, Fullerton, is not far away. The Bay District site comprises about 300 acres and

The other members, ... O'Melveny of the advisor... mittee are Joseph F. ... James R. Martin, W. E. ... M. Robinson, M. Elsasser, ... Chandler, Guy C. Earl, Jr., ... liam M. Garland, Charles F. Stern, W. L. Vallentine, Clinton E. Miller, E. D. Lyman, Maynard McFie and ... Representatives of other sites

Regents Get 5-Minutes Digest of Opportunities Offered From Valley

Report States That Choice Will Be From Among Sites at Fullerton, Beverly Hills, Burbank and Palos Verdes; Pomona's Chances Problematical

Mayor George H. Thomas, accompanied by Chairman Fred Palmer of the University Site committee of the chamber of commerce, H. J. Nichols, president of the chamber and C. A. Marks, president of the Chino Chamber of Commerce, appeared before the regents of the state university in Los Angeles yesterday in behalf of the Pomona and Chino sites and presented the claims of both. An official inquiry commonly referred to as the Pacific ... Mr. Nichols

inches, which amount will gradually increase with the growth of the three cities using the outfall sewer the approximate capacity of which shall be ..... inches. In this connection you will bear in mind that the proposed water supply will be constantly increasing in volume as the cities increase in population, any other water

18

THREE OF EIG... PROPOSED SI... OF COLLEGE

Three of the eight prop... for the location of the Uni...

EBRUARY 11, 1925

OVERNOR ... CHEDULED TO SEE THE ...URBANK CAMPUS TODAY

...rnor Richardson and the Board of Regents of the University of California were scheduled to reach Burbank at 3:30 o'clock this afternoon for the purpose of looking over the site which Burbank is offering for the southern branch of the university.

This and the fact that the decision as to the location of the southern branch of the university has been postponed for a month, are the outstanding developments in the university proposition to date. The decision to further consider the matter was made yesterday at the meeting of the regents in the governor's office in Los Angeles, when it was given out at the close of the session that no decision would be announced before March 10, when the regents meet again in San Francisco.

Yesterday, after receiving the proffers of the several sites, the regents decided to visit, in a body, four of the sites which were considered as the most feasible of the sites offered. It was arranged that the sponsors for each one of ... Marks, president of the ... the present time." Chairman Palmer

DR. JORDAN FAVORS PALOS VERDES SITE

Stanford Head Outlines Ideal Location for Branch

Approval by David Starr Jordan, president emetrious of Leland-Stanford University, winner of the 1925 Noble Peace Prize and one of the most noted educators in the United States today, of the Palos Verdes site for the proposed branch of the University of Southern California, is declared contained "between the lines" of a letter which Dr. Jordan recently wrote E. A. Bradbury, of the Redondo Beach Chamber of

...ASSURED OF ATTENTION

No Action Upon Site for University Planned for Some Time

REGENTS PROMISE ALL CONSIDERATION

Local Efforts Now Are Being Centered on

FULLERTON UNIVERSITY SITE IS VISITED TODAY BY BOARD OF REGENTS AND RICHARDSO...

Entire Tract Is Inspected By Delegation 'Afte... Luncheon At California; Day's Tour

...viewed the ...

University Sites Today

Dr. W. W. Campbell, president of the University of California, said, on arriving in Los Angeles from Berkeley yesterday, that four of the sites offered for the Southern branch of the university were more favorably considered than the numerous other locations available.

These four were the Westwood (Bay District) site, the Palos Verdes site, the Burbank site and the Fullerton site. The first three of these are within the Los Angeles metropolitan district, he stated, and the fourth, Fullerton, is not far away. The Bay District

The other members, besides O'Melveny of the advisory committee are Joseph F. Sartori, James R. Martin, W. E. Dunn, H. M. Robinson, M. Elsasser, Harry Chandler, Guy C. Earl, Jr., William M. Garland, Charles F. Stern, W. L. Vallentine, Clinton E. Miller, ... Representatives ... sites

...OL LAND

...overnor If Regents ...h; Doubt Reigns

...800 acres of Spadra land free to ...rd of regents decide to locate the ...ar Pomona." This statement was ...dson yesterday to Senator Cadet ...mediately following a meeting of

CORONA, Cal., INDEPENDENT-13
FEBRUARY 11, 1925

UNIVERSITY SITE CHOICE MEETS WITH DELAY

Riverside's Chance For Southern U. C. Branch Appear Very Slight As Choice Narrows Down

L. A. POSITIVE IN DEMANDS

Officials Fail to Select Location for College at Yesterday's Meeting;

Glendale Cal Press Feb 12-1925

K SITE

of Shaft

SEVENTEEN OF

SAN PEDRO, CAL., PILOT 18
FEBRUARY 13, 1925

NEWS NOTES OF WHA HAPPENED AT CHAMI OF COMMERCE MEE

Director Thos. L. Baker of the San Pedro Chamber of Commerce has been appointed by President A. E. Henning to investigate the reported low domestic water pressure in the upper part of the Vista Del Oro district. He will make a report on the subject next week and the chamber may take the matter up with the Department of Public Service.

Residents fo the district com-

supplementary petitio improvement of Third been referred to the gineer. The petition c grading and the pav thoroughfare as one pr ious to the filing of mentary petition, th work alone had been At a former meeting rectors of the chambe jects as a whole with t

Torrance Cal. Herald Feb 13-1925

SELECTION OF SITE DELAYED

Regents Narrow Choice to Four, Including Palos

PROSPERITY MAKERS

Frequently visitors ask what makes Angeles grow and prosper. To rea they had crossed great stretches of seeming ly barren country, had seen but little of what to them were evidences of productive industry, and for a large part of the way towns and cities had been far apart a small, indicating to their minds a lim population in a vast area. Yet Los A they own is the wonder city of the growing as no other city.

Of course, the answer is that the

REGENTS VISIT PROPOSED SITE AT FULLERTON

FULLERTON, Feb. 12—G... Richardson, Frank E. Merriam

GOVERNOR VISITS BURBANK U. SITE

Richardson and Regents on Inspection Tour of College Prospects

Governor Friend W. Richardson and regents of the University of California yesterday afternoon visited Burbank to inspect the site offered for the southern branch of the university. They had previously inspected the Palos Verdes and Fullerton sites. The Beverly Hills site was visited Tuesday. Two sites offered by Pasadena will be inspected by the governor and the regents.

While a large number of sites have been offered, it is generally understood that those in Bur-

...ts Vote ...tant Site

Protest on ...

Asserting that practically the entire student body of the 5000 students attending the University of California in Los Angeles would be subjected to an unnecessary and unjust hardship if a new site remote from Los Angeles were selected, students of the university, at a mass meeting yesterday, unanimously adopted a resolution protesting against the choice of any site at a great distance from Los Angeles.

This was the first expression of the university students themselves on the question of a new location.

President Fred M. Jordan of the associated students presented the resolution personally and spoke in its favor. He pointed out that many students now out in their spare hours working in Los Angeles business houses, and that if a remote site were selected this work after college hours would be impossible; as a result many of the students would be prevented from attending the university, he said.

In presenting the resolution, which was unanimously approved, Mr. Jordan said:

"The students have made an interesting check on our enrollment.

posed to any prospective site which is more than 30 minutes' ride fro the present campus, inasmuch a these outlying sites would work a unfair and unnecessary hardship o the 4000 members of our studer body who live in or very near t city of Los Angeles."

Hyde Park Co Press Feb 13

PALOS VERDES SI VIEWED BY EDI...

Advantages of Tract Told— All Civic Bodies in This Section Approve Site.

More than 100 newspapermen of Southern California, the majority of whom are members of the Southern California Editorial Association, were guests of the Southwest Site Committee ... ost Angeles Times of last Monda... e majority of whom are members of the Southern California Editorial association, were guests of the Southwest site committee Sunday on an outing and inspection of the 1000-acre site in the Palos Verdes Hills that has been offered as the location for the University of California, Southern Branch.

The affair was designed to impres upon the editors and writers the a vantages of the Palos Verdes site f the university. The guests made tour of inspection of the site in au mobiles and were guests at dinner the La Venta Inn.

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Gov. Richardson, president of the board and ex-officio member, accompanied the inspecting party, which made the trips in automobiles.

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Golf in Long Beach

By VERNE WICKHAM.

LONG BEACH is rapidly becoming one of the Southland's most favored golf centers. To the vacationist or the tourist whose golf bag is the most important part of his vacation luggage, Long Beach has many good things in store. In a climate which makes golf possible twelve months of the year and on fairways cooled by ocean breezes, the golf enthusiast will find the game at its best. Only a few years ago one course took care of the golfers of this community and now three courses are in use and one more will be completed and open to play within two or three months. Two of these courses are situated within the city limits, one the Virginia Country Club, a private club, but which extends its courtesies to [illegible]

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On fairways within sight of the Pacific Ocean, the Recreation Park course is a pleasant and sporty course to play. Only a trifle over 5,000 yards in length, it is a delight to the average golfer and typically a course for the come-and-go golfers. The man who is not on very good speaking terms with Par will get a great deal of real enjoyment playing these fairways, for all pars are easy and there are but two five par holes on the card. Plans have been drawn and work will start in the near future that call for grass greens and an additional thousand yards added to the course, which will make the course of

[illegible]NGELES, CAL., EXPRESS
[illegible]EBRUARY 17, 1925

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[illegible]ated Press

[illegible] BARBARA, Feb. 16.—[illegible]ils of an alleged $20,000,000 [illegible]cial bubble, international [illegible]pe, were revealed today [illegible]0-page schedule of liabilities [illegible] assets were filed with [illegible]oner W. P. Butcher, jr., by attorneys for E. G. Lewis, promoter of Atascadero, Los Angeles, University City, Mo., and other places, including Palos Verdes, near San Pedro, in involuntary bankruptcy proceedings.

Lewis' creditors, consisting mainly of persons who lent him money on personal notes, number approximately 25,000, it is aleged. The notes total more than $10,000,000, and the total liabilities, as set forth, will reach the $20,000,000 figure.

CREDITORS ALL OVER WORLD

The probability of secu[illegible] enlarged Southern branch [illegible]versity of California for [illegible] County is creating a great deal of agitation just now. A number of the leading citizens of Los Angeles are trying to get the larger institution located in the City of Los Angeles. There are others who believe that the University should be located outside the metropolis and believe it so strong that they have secured four sites, of approximately one thousand acres each, to offer to the University. These four sites are located at Fullerton, Palos Verdes, Burbank and Westwood. On Sunday last the newspaper men and a number of secretaries of various Chambers of Commerce of [illegible] Verdes [illegible] appeals to us. One to five thousand acres of land are available there. It is a beautiful site, far enough away from the metropolis to be free from its disadvantages yet near enough to profit from its advantages. The Board of Regents, we are sure, can not but be impressed with the magnificent view and splendid opportunity offered the University in this magnificent and easily accessible property.

The Country Club Magazine and P[illegible]

The End of the Rainbow

By HARLEY A. MOORE.

[illegible]OF gold! The Sportsman's Paradise! Just as every [illegible] dreamed of finding the treasure at the End of [illegible]Rainbow, every red-blooded man and woman who [illegible]s in one or more outdoor sports has dreamed [illegible]reams of some day being a member of a club [illegible]th the necessary paraphernalia permitting them [illegible]in their favorite outdoor pastime, regardless of

[illegible]n! A magic word. It means a great deal to [illegible]—often means health and happiness to an indi[illegible]) might otherwise be lost in the maelstrom of [illegible]

affairs can put his family in the motor and starting from Oakland he can drive over a perfect boulevard for fifty minutes to his destination, all set for a perfect week-end. He can play his golf while his wife is on her ride over the wonderful bridle paths extending for miles along the mountainside among stately live oaks, with an inspiring view of the surrounding country. Meanwhile the older sons and daughters are at tennis or swimming and the younger children are spending happy hours in the beautiful playgrounds built years ago for the children of William Randolph Hearst. It is now the Castlewood Country Club and from the present outlook it will be a matter of but a few months until

LATE NEWS FROM REDONDO

By SHERLEY HUNTER

Redondo, Feb. 17.—Low Jack's Bootery's selling more walking shoes to the gals than customary and he can't account for it.

"Pelican Mike," the bird-sage of the municipal pier, allows it's because authorities closed the Indian Village, a road-house just outside the township.

Still we're dense!

✦ ✦ ✦

REDONDO'S a "uster" town. Long, long ago it was the port for passenger boats.

Been two years getting a couple of subdivisions ready to market. Then came "dawn," nope, the slump. By the time the natives realized a boom was [illegible]

city planner, was not at home, a report at the Palos Verdes offices in the vacant Redondo hotel stated that he was in San Francisco, the city where his lost stenographer was found.

No one knows what can be done about it.

"I reckon most families can get along somehow for several months," commented Harm Broshay.

✦ ✦ ✦

HARM BROSHAY, our main source of gossip, says a big gasp happened in these parts early this week. A couple of painted huzzies came out from the city with their hair cut almost like a man's.

[illegible]

[illegible]0 PERS[illegible] [illegible]000 'BUBBLE'

E. G. Lewis, promoter extraordinary, in his schedules of liabilities and assets, discloses that the most he can be expected to pay is 50 cents on the dollar of his indebtedness, with the probability that he will not pay more than 20 cents. Lewis is the promoter of Atascadero, and of the Palos Verdes plan at San Pedro, not to mention various other schemes. He is one of the men who would undoubtedly pay his bills if he had the money but his dreams when translated into action are wildly conjectural.

Canal Zone and various parts of the United States outside of California. And some of the millions borrowed come from creditors in England, India, Australia, Hawaii and the Philippines.

It is alleged Lewis' loans were obtained largely by mail from people in all walks of life, the ma-

[illegible] 17
[illegible], 1925

[illegible]weight. Her [illegible]p $97,500.

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$10,650,923 Listed Against Operator

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CLOSE HUGE DEAL IN PALOS VERDES

Five deals now being negotiated at Palos Verdes involve the purchase of more than $300,000 worth of property, including some of the finest individual homesites in the tract, according to Henry Clarke, salesmanager.

January sales were 50 per cen[illegible] better than those of any mon[illegible] in the last half of 1924. [illegible] Southern Californians instea[illegible] tourists make up the bulk [illegible] purchasers, Clark said.

FEBRUARY 17, 1925

LEWIS' LIABILITIES OVER TEN MILLIONS

According to the schedule filed by W. P. Butcher, Jr., commissioner in bankruptcy, the liabilities of E. G. Lewis, promoter of Atascadero and Palos Verdes, amounted to $10,650,923.24.

There are 9,000 creditors who have filed claims, and a meeting of the creditors will be held at Atascadero the first week in March, for the purpose of electing a trustee.

$20,000,000 'BUBBLE' IS BROKEN

of liabilities and assets filed here with Commissioner W. P. Butcher Jr., by attorneys for E. G. Lewis, promoter of Atascadero, Los Angeles, University City, Mo., and other places, involuntary bankrupt.

Lewis' creditors, which is to say persons who loaned him money on personal notes of a dozen different kinds to the extent of $10,650,923.34, as he admits, or approximately $20,000,000 as many claimants and others intouch with [illegible] the money they loaned the silver-tongued promoter in sums ranging from $5 to $2000, and could ill afford to lose it. They include also the usual sad percentage of aged pensioners of both sexes, school teachers, widows and orphans.

[illegible] commissioner that the cred[illegible] are not set approximately 6000 persons in Missouri and neighboring states, from whom the promoter borrowed a sum aggregating $6,000,000 a decade ago for operations of various kinds.

[illegible]000,000 financial bubble, international in its scope, were revealed today when an 800-page schedule of liabilities and assets were filed with Commissioner W. P. Butcher, jr., by attorneys for E. G. Lewis, promoter of Atascadero, Los An-

CORONA, Cal., INDEPENDENT-13
FEBRUARY 11, 1925

UNIVERSITY SITE CHOICE MEETS WITH DELAY

Riverside's Chance For Southern U. C. Branch Appear Very Slight As Choice Narrows Down

L. A. POSITIVE IN DEMANDS

Officials Fail to Select Location for College at Yesterday's Meeting;

Glendale Cal Press Feb 12-1925

K SITE

of Shaft

SEVENTEEN OF

SAN PEDRO, CAL., PILOT 18
FEBRUARY 13, 1925

NEWS NOTES OF WHA HAPPENED AT CHAMI OF COMMERCE MEE

Director Thos. L. Baker of the San Pedro Chamber of Commerce has been appointed by President A. E. Henning to investigate the reported low domestic water pressure in the upper part of the Vista Del Oro district. He will make a report on the subject next week and the chamber may take the matter up with the Department of Public Service.

Residents fo the district com-

supplementary petitio improvement of Third been referred to the gineer. The petition c grading and the pav thoroughfare as one pr ious to the filing of mentary petition, th work alone had been At a former meeting rectors of the chambe jects as a whole with t

Torrance Cal. Herald Feb 13-1925

SELECTION OF SITE DELAYED

Regents Narrow Choice to Four, Including Palos

PROSPERITY MAKERS

Frequently visitors ask what makes Angeles grow and prosper. To rea they had crossed great stretches of seeming ly barren country, had seen but little of what to them were evidences of productive industry, and for a large part of the way towns and cities had been far apart a small, indicating to their minds a lim population in a vast area. Yet Los A they own is the wonder city of the growing as no other city.

Of course, the answer is that the

REGENTS VISIT PROPOSED SITE AT FULLERTON

FULLERTON, Feb. 12—G... Richardson, Frank E. Merriam

GOVERNOR VISITS BURBANK U. SITE

Richardson and Regents on Inspection Tour of College Prospects

Governor Friend W. Richardson and regents of the University of California yesterday afternoon visited Burbank to inspect the site offered for the southern branch of the university. They had previously inspected the Palos Verdes and Fullerton sites. The Beverly Hills site was visited Tuesday. Two sites offered by Pasadena will be inspected by the governor and the regents.

While a large number of sites have been offered, it is generally understood that those in Bur-

...ts Vote ...tant Site

Protest on ...

Asserting that practically the entire student body of the 5000 students attending the University of California in Los Angeles would be subjected to an unnecessary and unjust hardship if a new site remote from Los Angeles were selected, students of the university, at a mass meeting yesterday, unanimously adopted a resolution protesting against the choice of any site at a great distance from Los Angeles.

This was the first expression of the university students themselves on the question of a new location.

President Fred M. Jordan of the associated students presented the resolution personally and spoke in its favor. He pointed out that many students now out in their spare hours working in Los Angeles business houses, and that if a remote site were selected this work after college hours would be impossible; as a result many of the students would be prevented from attending the university, he said.

In presenting the resolution, which was unanimously approved, Mr. Jordan said:

"The students have made an interesting check on our enrollment.

posed to any prospective site which is more than 30 minutes' ride fro the present campus, inasmuch a these outlying sites would work a unfair and unnecessary hardship o the 4000 members of our studer body who live in or very near t city of Los Angeles."

Hyde Park Co Press Feb 13

PALOS VERDES SI VIEWED BY EDI...

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Par for the course of 67. Going out in 36 and back in 31. The greens are of specially prepared sea sand, which makes one of the finest putting surfaces obtainable. Now for just a short trip around the 18 holes. No. 1 is 365 yards long, an easy par four and a nice hole to start the round with. No. 2 calls for a straight drive and a nice iron to reach the 342 yards to the green. Par is 4. No 3 is but three hundred yards long, but demands good playing to get the par figure, which is 4. No. 4 is one of the five par holes, being on the top of a hill, which demands a well-played second

The Long White Bathing Beach at Long Beach, California.

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FEBRUARY 17, 1925

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650,923.34, as he admits, or ap-
proximateiy $20,000,000 as many
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money they loaned the silver-
tongued promoter in sums rang-
ing from $5 to $2000, and could
ill afford to lose it. They include
also the usual sad percentage of
aged pensioners of both sexes,
school teachers, widows and or-
commissioner that the
approximately 6000 persons in
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Canal Zone and various parts of the United States outside of California. And some of the millions borrowed come from creditors in England, India, Australia, Hawaii and the Philippines.

It is alleged Lewis' loans were obtained largely by mail from people in all walks of life, the ma-

schedules of liabilities and assets, discloses that the most he can be expected to pay is 50 cents on the dollar of his indebtedness, with the probability that he will not pay more than 20 cents. Lewis is the promoter of Atascadero, and of the Palos Verdes plan at San Pedro, not to mention various other schemes. He is one of the men who would undoubtedly pay his bills if he had the money but his dreams when translated into action are wildly conjectural.

NGELES, CAL., EXPRESS
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REDONDO
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✦ ✦ ✦

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CORONA, Cal., INDEPENDENT-13
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Torrance Cal Herald Feb 13-1925

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FULLERTON, Feb. 12—G... Richardson, Frank E. Merrill

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This was the first expression of the university students themselves on the question of a new location.

President Fred M. Jordan of the associated students presented the resolution personally and spoke in its favor. He pointed out that many students now put in their spare hours working in Los Angeles business houses, and that if a remote site were selected this work after college hours would be impossible; as a result many of the students would be prevented from attending the university, he said.

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"The students have made an interesting check on our enrollment.

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Hyde Park Cal Press Feb 13

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In her efforts to secure the site for the Southern Branch of the University of California, Fullerton has the whole-hearted support of every community in Orange county. This is as it should be. Fullertion has a splendid 1000-acre site (and no smaller acreage should be entertained) in the midst of ideal surroundings for such a great university. It is easily accessible to the centers of population of this part of the state, and yet far enough

REGENTS FAIL TO PICK NEW SITE FOR STATE UNIVERSITY

The board of regents of the University of California, meeting in Los Angeles on Wednesday to consider the selection of a new site for the University's Southern Branch, now located in Los Angeles, adjourned with the announcement that no de... could be reached until the

LONG BEACH BAGGAGE SERVICE FOR UNION PACIFIC PATRONS

The American Transfer Company of Long Beach handles the baggage of Union Pacific patrons and, for the convenience of new arrivals in Long Beach, has facilities for storing baggage free for seven days, giving time and opportunity to get conveniently located. The offices of the company are at 229-231 East First Street, Long Beach.

product will be as a huge park. It is planned to be one of those golf courses that is a test of golf and not strength. There is enough rise and fall in the ground to make for sportiness, the fairways are narrow, long and well trapped, and shots will have to be well placed if one is to write par on his card, but 36 holes a day over this course will not be over-tiring. This feature will be appreciated by the experienced golfer. Two artificial lakes add sport to several of the holes. The personnel of this club have been meeting and holding tournaments over the Municipal and Palo Verdes courses and have developed a good crop of golfers. Golf is the main feature of the club, which already has won the name of "The Friendly Golf Club," though the social side of the organization will find ample chance to be fostered in a beautiful club house of Colonial-American style, which will be erected in the near future. The site selected for this club house will be on a knoll overlooking the entire course. A temporary club house will take care of the golfing needs of the membership until the big home is completed.

These three courses are of Long Beach proper, but many local golfers and visitors have been playing over the new Palo Verdes course, which was thrown open to the public just a few weeks back. Here is the supreme test of golf. This is a real heman course and no place for the golf weakling. Suffice to say that par has never been equalled and many of the South's leading players have played over the course. It is really one of the truly great golf courses of the world. Golf writers and critics who have viewed the layout state that it is without doubt one of the most picturesque and majestic courses to be found anywhere. With its green fairways covering the sides of that mighty hill like a green blanket, it makes the golfer stand in awe at the mighty beauty of his surroundings. Its proximity to Long Beach has made it a very popular course with local golfers.

In addition to these three courses of our own there are some seventy golf courses within an hour's ride of Long Beach that make this city an ideal one for the man or woman who combines vacation with golf.

A Forest of Derricks in the Great Oil Field in the Back Yard of Long Beach.

shot to reach. The fifth and sixth are two one-shot holes. Par on both is 3. No. 6 is one of the feature holes on the course, being a sloping green on a rising slope, with plenty of trouble between you and the green. No. 7, a par 4 hole, calls for a long drive and a well-played iron. No. 8, another one-shot hole, measures 229 yards and there is plenty of trouble to be carried on the drive. No. 9, another 5 par hole, is 412 yards long, with plenty of trouble in the woods for the sliced drive. No. 10, par 3, is just 203 yards long. No. 11 is par 4. No. 12 is a sporty hole of some 149 yards. Par is 3. No. 13 is a blind hole, calling for nice direction and a well-played iron to a green on the down slope; par is 4. No. 14 measures 385 yards and is par 4. No. 15, measuring but 183 yards, is a hard par 3, for there is plenty of trouble all the way and the woods catch the over-ambitious driver. No. 16 is 260 yards and uphill all the way, making par 4 a hard figure to get. The home green, another par 3 hole, measures 194, and a row of trees and the out-of-bounds line makes this hole a hard par.

This course was the first home of the Virginia Country Club and a pioneer among Southern California golf courses. When the Virginia Club obtained their lease on a patch of rolling ground north of Long Beach and moved their course there the City of Long Beach, through a bond issue, purchased over a hundred acres of the golf course and the surrounding ground, and plans to make there one of the greatest recreation centers in the world. The golf course will be a championship course, measuring over 6,000 yards, with grass greens, and a small nine-hole course for women and beginners. In addition to the golf course there will be basket ball courts, baseball, volley ball, soccer, tennis, and in fact every outdoor sport, even boating, will be given ample room. The green fee on the golf course is 50 cents a day, with annual memberships selling for $20. Over 100,000 people played over the course last season, giving some indication of the popularity of the course.

The Virginia Country Club's course is rated as one of the sportiest courses in Southern California. It is a full eighteen holes and a real test for the shots in any golfer's bag. This course is one of the most exclusive clubs in Southern California, and boasts of some fine golfers who play over a wonderful course. Grass greens and fairways that cover the rolling hills like a blanket, several blind holes, some sporty "one-shotters" add to the pleasure of playing a round on this ideally located golf course.

The Long Beach Country Club will open its eighteen hole course in the near future. This club is formed of about 400 real golfers, who have built their course on 100 acres of land situated about ten miles down the coast from Long Beach. The drive to the course follows the ocean along the Coast to Coast Highway, and the course itself is within sight of the ocean and will be fanned by the perpetual breezes from the Pacific. This course will be one of the most beautiful courses in Southern California when completed. The entire estate of the club has been plowed and sowed to grass, and over 700 trees planted, so that the finished

WELCOME TO LONG BEACH

THE following representative individuals, corporations and business concerns all join in a most cordial invitation and welcome to the tourist to visit Long Beach, to enjoy its wonderful climate and beautiful scenery, and opportunities to prosper in one of the fastest growing cities in the world.

The tourist and traveler may be sure of a warm welcome, not only from the following, but from every individual and business interest in the city of Long Beach.

CHAMBER OF COMMERCE OF LONG BEACH
AMERICAN TRANSFER CO.
E. J. DEL PORTE REALTY CO.
SECURITY TRUST AND SAVINGS BANK
B. & H. TRANSPORTATION CO.
MARINE TRUST AND SAVINGS BANK
WESTERN SAVINGS BANK
W. E. DUCKWORTH REALTY CO.
JOHN P. MILLS ORG., INC.
SLATT BROS.
JAMES F. COLLINS CORPORATION
MISSION CAFETERIA
VIRGINIA HOTEL
CITIZENS STATE BANK, LONG BEACH, CALIF.
FARMERS & MERCHANTS BANK OF LONG BEACH, CALIF.
PACIFIC SOUTHWEST TRUST & SAVINGS BANK
LONG BEACH BRANCH, BANK OF ITALY
CALIFORNIA NATIONAL BANK, LONG BEACH, CALIF.
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CORONA, Cal., INDEPENDENT-13
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LOS ANGELES, CAL.
EXAMINER
FEBRUARY 15, 1925

Active Home B
Palos Verd

1747

NOT only is the 1925 market for real estate much brisker than that which prevailed in 1924, but it is essentially much sounder in the opinion of Henry Clarke, director of sales of the Palos Verdes Estates.

"Our January sales were 50 per

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speci

FEB 15 1925

NEW IDEAS IS FEATURE OF EXHIBIT

Landscape Architects Show Interesting Arrangement of Various Projects

1744

The classifications entered in the second annual exhibition of landscape architects of Southern California make it possible for the Southwest Museum to [illegible] going north on

...ITE FOR U. OF C.

1744

The probability of securing a greatly enlarged Southern branch of the University of California for Los Angeles County is creating a great deal of agitation just now. A number of the leading citizens of Los Angeles are trying to get the larger institution located in the City of Los Angeles. There are others who believe that the University should be located outside the metropolis and believe it so strong that they have secured four sites, of approximately one thousand acres each, to offer to the University. These four sites are located at Fullerton, Palos Verdes, Burbank and Westwood. On Sunday last the newspaper men and a number of secretaries of various Chambers of Commerce of [illegible] Verdes site appeals to us. One to five thousand acres of land are available there. It is a beautiful site, far enough away from the metropolis to be free from its disadvantages yet near enough to profit from its advantages. The Board of Regents, we are sure, can not but be impressed with the magnificent view and splendid opportunity offered the University in this magnificent and easily accessible property.

—o—

...history the Stars and Stripes float-
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University Site at Palos Verdes Urged

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CLOSE HUGE DEAL IN PALOS VERDES

1744

Five deals now being negotiated at Palos Verdes involve the purchase of more than $300,000 worth of property, including some of the finest individual homesites in the tract, according to Henry Clarke, salesmanager.

January sales were 50 per cer... better than those of any mon... in the last half of 1924. ... Southern Californians instea... tourists make up the bulk ... purchasers, Clark said.

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...CAL.,
...GAZINE 545
...1925

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The End of the Rainbow

By HARLEY A. MOORE.

1744

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...NGELES, CAL., EXPRESS
...EBRUARY 17, 1925

...LEWIS' FINANCE DETAILS BARED

...Liabilities $20,000,000, Is Credictors' Claim

1744

By Associated Press

SANTA BARBARA, Feb. 16.—More details of an alleged $20,000,000 financial bubble, international in its scope, were revealed today when a 800-page schedule of liabilities and assets were filed with Commissioner W. P. Butcher, jr., by attorneys for E. G. Lewis, promoter of Atascadero, Los Angeles, University City, Mo., and other places, including Palos Verdes, near San Pedro, in involuntary bankruptcy proceedings.

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FEBRUARY 17, 1925

$10,650,923 Listed Against Operator

(By Associated Press)

SANTA BARBARA, Feb. 14.—Liabilities of E. G. Lewis, promoter of the Atascadero and Palos Verdes tracts, were listed as $10,650,923.24 today by Commissioner in Bankruptcy W. P. Butcher, Jr., following expiration of the time limit for filing claims against the promoter. Lewis' asets, according to his own

FEBRUARY 15, 1925 —10

University Site at Palos Verdes Urged

COMPTON, Feb. 14.—Resolutions condemning the building of a State University inside the City of Los Angeles and advocating the location of the Southern Branch at Palos Verdes were adopted by the Chamber of Commerce at its luncheon this week. The resolutions pointed out that the Southern Branch was to serve the entire Southland and that should Los Angeles require a city college the City Council of that city should be able to create one.

CLOSE HUGE DEAL IN PALOS VERDES

Five deals now being negotiated at Palos Verdes involve the purchase of more than $300,000 worth of property, including some of the finest individual homesites in the tract, according to Henry Clarke, salesmanager.

January sales were 50 per cer... better than those of any mon... in the last half of 1924. ... Southern Californians instea... tourists make up the bulk ... purchasers, Clark said.

FEBRUARY 17, 1925

LEWIS' LIABILITIES OVER TEN MILLIONS

According to the schedule filed by W. P. Butcher, Jr., commissioner in bankruptcy, the liabilities of E. G. Lewis, promoter of Atascadero and Palos Verdes, amounted to $10,650,923.24.

There are 9,000 creditors who have filed claims, and a meeting of the creditors will be held at Atascadero the first week in March, for the purpose of electing a trustee.

—o—

History of Californias Larges

By JULIAN R. DAVIS

Manager, Long Beach Branch, Bank of Italy, Long Beach, Calif.

THE story of the Bank of Italy is one of the most fascinating financial narratives that has ever been chronicled. Born of a new ideal in financial undertaking the bank opened its doors for business in San Francisco, October 17, 1904, and was popularly designated, "The Baby Bank of the Pacific." At the close of business that year, its resources totaled $285,000.00—not quite one-thousandth of the figure today.

In organizing the Bank of Italy, it was the purpose of its founders to appeal especially to the producers of the State. California was rapidly forging ahead in commerce, industry and manufacture, and the need for aggressive financial co-operation, was steadily increasing. To meet this situation, and to provide a type of service that offered a large measure of convenience, the scope of the bank's activity was materially broadened through the introduction of branch banking.

In 1909 the first unit was established in San Jose, California, and successively other institutions were acquired and converted into branches. At the present time the Bank of Italy operates 87 banking offices in 58 California cities, and its service is world wide. The resources are in excess of $350,000,000.00, and the last six months of 1924, during which period no additional branches were added, saw a deposit increase of more than $32,000,000.00.

Many people learn with some surprise that the Bank of Italy is now the largest financial institution west of Chicago, and with its 550,000 depositors—one out of every seven persons in the State—ranks high in the commercial and industrial service. Fourteen thousand representative Californians located in every section of the State—own the Bank of Italy. It maintains banking offices in the principal cities of California, and offers unusually comprehensive facilities for the transaction of every phase of banking business.

When the earthquake and fire brought desolation to San Francisco, April 18, 1906, the Bank of Italy was the first to open for business and, before the ruins of the city had cooled, routine operations were resumed.

In August, 1911, the Bank of Italy introduced School Savings to San Francisco. Its plan, now embracing upwards of 1000 schools throughout the State, is a model for the nation and has served to start thousands of children on the road to success. In recent years the American Bankers' Association has recommended a School Savings program for member banks, and the work of the Bank of Italy has been used as the background.

However, no story of the Bank of Italy's growth and progress is complete without some reference to the personality of A. P. Giannini. He is a mental and physical giant, possessed of vision, courage, ideas and the ability to develop them into successful operation. Great credit is due him for the organization and achievements of the Bank of Italy.

Mr. A. P. Giannini served as President of the institution until October 17, 1924, when he became Chairman of the Executive Committee. In this capacity he is best able to contribute his experience and ability to his staff, and the development of the bank.

The Bank of Italy has established three branches in Long Beach, California, located in prominent parts of the city, where they may best serve their patrons and the public. These branches, under the supervision of Mr. Leo M. Meeker, Vice-President of the Bank of Italy, have contributed in a generous measure toward the building and progress of Long Beach. Mr. Meeker is most optimistic regarding the future of Long Beach, and the Bank of Italy has demonstrated its confidence in the city by assisting in the financing of several of the large new buildings.

Other officers responsible for the success of the Bank of Italy in Long Beach are J. R. Davis, Manager; J. S. Dutton, Assistant Vice-President; Robert Muckler, Assistant Vice-President of the Pine Avenue Branch; D. G. Bing, Manager of Fourth and Ameri-

New $600,000.00 City Hall in Long Beach.

CORONA, Cal., INDEPENDENT-13
FEBRUARY 11, 1925

UNIVERSITY SITE CHOICE MEETS WITH DELAY

Riverside's Chance For Southern U. C. Branch Appear Very Slight As Choice Narrows Down

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Officials Fail to Select Location for College at Yesterday's Meeting;

Glendale Cal Press Feb 12-1925

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FEBRUARY 13, 1925

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Torrance Cal. Herald Feb 13-1925

SELECTION OF SITE DELAYED

Regents Narrow Choice to Four, Including Palos

PROSPERITY MAKERS

Frequently visitors ask what makes Angeles grow and prosper. To rea they had crossed great stretches of seeming ly barren country, had seen but little of what to them were evidences of productive industry, and for a large part of the way towns and cities had been far apart a small, indicating to their minds a lim population in a vast area. Yet Los A they own is the wonder city of the growing as no other city.

Of course, the answer is that the

REGENTS VISIT PROPOSED SITE AT FULLERTON

FULLERTON, Feb. 12—G... Richardson, Frank E. Merriam

GOVERNOR VISITS BURBANK U. SITE

Richardson and Regents on Inspection Tour of College Prospects

Governor Friend W. Richardson and regents of the University of California yesterday afternoon visited Burbank to inspect the site offered for the southern branch of the university. They had previously inspected the Palos Verdes and Fullerton sites. The Beverly Hills site was visited Tuesday. Two sites offered by Pasadena will be inspected by the governor and the regents.

While a large number of sites have been offered, it is generally understood that those in Bur-

...ts Vote ...tant Site

Protest on ...

Asserting that practically the entire student body of the 5000 students attending the University of California in Los Angeles would be subjected to an unnecessary and unjust hardship if a new site remote from Los Angeles were selected, students of the university, at a mass meeting yesterday, unanimously adopted a resolution protesting against the choice of any site at a great distance from Los Angeles.

This was the first expression of the university students themselves on the question of a new location.

President Fred M. Jordan of the associated students presented the resolution personally and spoke in its favor. He pointed out that many students now out in their spare hours working in Los Angeles business houses, and that if a remote site were selected this work after college hours would be impossible; as a result many of the students would be prevented from attending the university, he said.

In presenting the resolution, which was unanimously approved, Mr. Jordan said:

"The students have made an interesting check on our enrollment.

posed to any prospective site which is more than 30 minutes' ride fro the present campus, inasmuch a these outlying sites would work a unfair and unnecessary hardship o the 4000 members of our studer body who live in or very near t city of Los Angeles."

Hyde Park Co Press Feb 13

PALOS VERDES SI VIEWED BY EDI...

Advantages of Tract Told— All Civic Bodies in This Section Approve Site.

More than 100 newspapermen of Southern California, the majority of whom are members of the Southern California Editorial Association, were guests of the Southwest Site Committee ... ost Angeles Times of last Monda... e majority of whom are members of the Southern California Editorial association, were guests of the Southwest site committee Sunday on an outing and inspection of the 1000-acre site in the Palos Verdes Hills that has been offered as the location for the University of California, Southern Branch.

The affair was designed to impres upon the editors and writers the a vantages of the Palos Verdes site f the university. The guests made tour of inspection of the site in au mobiles and were guests at dinner the La Venta Inn.

C. H. Cheney, a member of the co mittee, told the guests that the s is an ideal

LAST CALL FOR LEWIS CLAIMS

With the adjudication as a bankrupt yesterday of the Permanent Residence Apartments corporation, of which E. G. Lewis, promotor of Atascadero and Palos Verdes is president, announcement was sent out from Santa Barbara by W. ... that all

Regents Board Inspects Sites for University

The Board of Regents of the University of California yesterday inspected tracts at Palos Verdes, Fullerton and Burbank that have been proposed as sites for the University of California, Southern Branch. The fourth site that is said to be receiving favorable consideration, located between Beverly Hills and Sawtelle was inspected Tuesday. It is expected that two sites in Pasadena will be gone over by the regents after they have completed the inspection of sites that occupied their attention yesterday.

Gov. Richardson, president of the board and ex-officio member, accompanied the inspecting party, which made the trips in automobiles.

Although eleven sites have been offered to the regents, the four in Beverly Hills, Palos Verdes, Burbank and Fullerton are said to be leading in popularity with the investigating committee.

Announcement of the future location of the university will not be made until after March 10, next, the regents having adjourned on Tuesday to meet at that date.

POSTPONE LUNCHEON CLUB'S TRIP TO SIT...

Plans for visiting the Palos Verd hills to inspect the southwest s proposed for the southern bra the University of California abandoned by members of the cheon Club Tuesday noon w was learned that that day ha

DRIVE TYPICAL OF CALIFORNIA

Tells Story of State in Twenty-Five Paved Miles

Western avenue, one continuous

Hermosa Luncheon Club Will Visit Site in 2 Weeks

The Luncheon Club of Hermosa will make a trip to the Palos Verdes university site in two weeks, according to the ar...

...OUND TONE IS SHOWN IN LOT BUYING

Speculative Purchaser of Realty is Not Prominent Dealer Declares

Not only has 1925 a revival of real estate buying, but it is buying of a much sounder type than

FEBRUARY 15, 1925

...SC. BRANCH STUDENT BODY VOICES OPINION ABOUT DISTANT SITES

The highly gratifying news for Burbank was brought here yesterday afternoon by Miss Grace Locke of Orange Grove avenue, who is a student at the Southern Branch, state university, to the effect that the Associated Students which is

body includes twelve students from Redondo and one from Fullerton. The remainder of the 4000 odd students are mostly from Los Angeles. Removal to either the proposed Palos Verdes or Fullerton sites would th...

SELECTION OF SITE DELAYED

tendance at the institution.

Visit Proffered Si...

Governor Richardson and Regents Look at Site Offered by Burbank For University.

Governor F. W. Richardson and the Board of Regents of the University of California visited the San Fernando valley Wednesday looking over the proposed university site at Burbank.

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CALIFORNIA REGENTS INSPECT SITE HERE

Regents of the University of California today were considering a location for the southern branch of the institution with first hand information as to the Palos Verdes site. They visited the site yesterday, along with others of the four under special consideration.

In her efforts to secure the site for the Southern Branch of the University of California, Fullerton has the whole-hearted support of every community in Orange county. This is as it should be. Fullertion has a splendid 1000-acre site (and no smaller acreage should be entertained) in the midst of ideal surroundings for such a great university. It is easily accessible to the centers of population of this part of the state, and yet far enough

REGENTS FAIL TO PICK NEW SITE FOR STATE UNIVERSITY

The board of regents of the University of California, meeting in Los Angeles on Wednesday to consider the selection of a new site for the University's Southern Branch, now located in Los Angeles, adjourned with the announcement that no de... could be reached until the

LOS ANGELES, CAL.
EXAMINER
FEBRUARY 15, 1925

Active Home Buying at Palos Verdes Estates

NOT only is the 1925 market for real estate much brisker than that which prevailed in 1924, but it is essentially much sounder in the opinion of Henry Clarke, director of sales of the Palos Verdes Estates.

"Our January sales were 50 per [illegible]

stead the buyers of 1925 are almost without exception those looking for a site where they intend to build a permanent home.

"Their selection is much more careful, as a consequence, for they are buying a homesite and not a speculation.

SAN PEDRO, CAL., PILOT 18
FEBRUARY 16, 1925

Harry Weaver Joins Miralesta Colony in Palos Verdes Hills

Harry Weaver yesterday joined the rapidly growing colony of San Pedro people who are obtaining beautiful residential sites in the miraleste tract of the Palos Verdes estates. He puchased a large lot facing east on Western avenuene half block nrth of the sth boundary line of that tract.

OXNARD, CAL., COURIER—4
FEBRUARY 16, 1925

Creditors of Lewis Meet at Atascadero

(By International News Service)

LOS ANGELES, Feb, 16.—A meeting will be held in Atascadero, the first week in March by creditors of E. G. Lewis, former St. Louis publisher and promoter of land tracts at Atascadero and Palos Verdes, according to announcement made today by Commissioner in Bankruptcy Butcher. A total of 9000 claims representing liability of more than $10,000,000 were field against Lewis who set his assets at more than $23,000,000.

SAN PEDRO, CAL., PILOT 18
FEBRUARY 17, 1925

Increasing Interest is Shown in Palos Verdes

Residents of other districts in Southern California are now buying extensively in the Palos Verdes Estates, according to Henry Clarke, sales manager for the community project. During the month of January the sales of land were nearly 50 per cent higher than they were during any month in the

FEB 15 1925

NEW IDEAS IS FEATURE OF EXHIBIT

Landscape Architects Show Interesting Arrangement of Various Projects

The classifications entered in the second annual exhibition of landscape architects of Southern California make it possible for the Southwest Museum to sponsor [illegible] going north on

Golf in Long Beach

By VERNE WICKHAM.

LONG BEACH is rapidly becoming one of the Southland's most favored golf centers. To the vacationist or the tourist whose golf bag is the most important part of his vacation luggage, Long Beach has many good things in store. In a climate which makes golf possible twelve months of the year and on fairways cooled by ocean breezes, the golf enthusiast will find the game at its best. Only a few years ago one course took care of the golfers of this community and now three courses are in use and one more will be completed and open to play within two or three months. Two of these courses are situated within the city limits, one the Virginia Country Club, a private club, but which extends its courtesies to members [illegible] their shots annually and makes Long Beach truly a golfer's paradise.

On fairways within sight of the Pacific Ocean, the Recreation Park course is a pleasant and sporty course to play. Only a trifle over 5,000 yards in length, it is a delight to the average golfer and typically a course for the come-and-go golfers. The man who is not on very good speaking terms with Par will get a great deal of real enjoyment playing these fairways, for all pars are easy and there are but two five par holes on the card. Plans have been drawn and work will start in the near future that call for grass greens and an additional thousand yards added to the course, which will make the course of

The probability of secu[ring] enlarged Southern branch [of the] versity of California for [Los Angeles] County is creating a great deal of agitation just now. A number of the leading citizens of Los Angeles are trying to get the larger institution located in the City of Los Angeles. There are others who believe that the University should be located outside the metropolis and believe it so strong that they have secured four sites, of approximately one thousand acres each, to offer to the University. These four sites are located at Fullerton, Palos Verdes, Burbank and Westwood. On Sunday last the newspaper men and a number of secretaries of various Chambers of Commerce of Southern California were invited to inspect the site offered at Palos Verdes.

As pointed out by C. H. Cheney, a member of the Southwest Site Committee, the Palos Verdes site has the advantage of being near the ocean with cool summers splendidly adapted for large summer schools. Weather bureau records accurately kept by Dr. Ford Carpenter for several years show that these hills have more sunny days and less wind and fog than in downtown Los Angeles. There is not a great deal of difference in the distance from these sites to the real center of population, but a great difference exists in their size and usefulness. Palos Verdes has a distinct advantage in size, climate and inspirational character. It is also a site where the University would always dominate its surrounding community. The present site of the Southern Branch on Vermont Avenue between First Street and Santa Monica Boulevard is six miles northwest of the center of metropolitan population.

Frankly, the Palos Verdes site appeals to us. One to five thousand acres of land are available there. It is a beautiful site, far enough away from the metropolis to be free from its disadvantages yet near enough to profit from its advantages. The Board of Regents, we are sure, can not but be impressed with the magnificent view and splendid opportunity offered the University in this magnificent and easily accessible property.

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...ts Vote ...tant Site

Protest on ...

Asserting that practically the entire student body of the 5000 students attending the University of California in Los Angeles would be subjected to an unnecessary and unjust hardship if a new site remote from Los Angeles were selected, students of the university, at a mass meeting yesterday, unanmously adopted a resolution protesting against the choice of any site at a great distance from Los Angeles.

This was the first expression of the university students themselves on the question of a new location.

President Fred M. Jordan of the associated students presented the resolution personally and spoke in its favor. He pointed out that many students now out in their spare hours working in Los Angeles business houses, and that if a remote site were selected this work after college hours would be impossible; as a result many of the students would be prevented from attending the university, he said.

In presenting the resolution, which was unanimously approved, Mr. Jordan said:

"The students have made an interesting check on our enrollment.

posed to any prospective site which is more than 30 minutes' ride fro the present campus, inasmuch a these outlying sites would work a unfair and unnecessary hardship o the 4000 members of our studen body who live in or very near t city of Los Angeles."

Hyde Park Cal Press Feb 13

GOVERNOR VISITS BURBANK U. SITE

Richardson and Regents on Inspection Tour of College Prospects

Governor Friend W. Richardson and regents of the University of California yesterday afternoon visited Burbank to inspect the site offered for the southern branch of the university. They had previously inspected the Palos Verdes and Fullerton sites. The Beverly Hills site was visited Tuesday. Two sites offered by Pasadena will be inspected by the governor and the regents.

While a large number of sites have been offered, it is generally understood that those in Bur-

Regents Board Inspects Sites for University

The Board of Regents of the University of California yesterday inspected tracts at Palos Verdes, Fullerton and Burbank that have been proposed as sites for the University of California, Southern Branch. The fourth site that is said to be receiving favorable consideration, located between Beverly Hills and Sawtelle was inspected Tuesday. It is expected that two sites in Pasadena will be gone over by the regents after they have completed the inspection of sites that occupied their attention yesterday.

Gov. Richardson, president of the board and ex-officio member, accompanied the inspecting party, which made the trips in automobiles.

Although eleven sites have been offered to the regents, the four in Beverly Hills, Palos Verdes, Burbank and Fullerton are said to be leading in popularity with the investigating committee.

Announcement of the future location of the university will not be made until after March 10, next, the regents having adjourned on Tuesday to meet at that date.

PALOS VERDES SI... VIEWED BY ED...

Advantages of Tract Told— All Civic Bodies in This Section Approve Site.

More than 100 newspapermen of Southern California, the majority of whom are members of the Southern California Editorial Association, were guests of the Southwest Site Committ... ost Angeles Times of last Monda... e majority of whom are members of the Southern California Editorial association, were guests of the Southwest site committee Sunday on an outing and inspection of the 1000-acre site in the Palos Verdes Hills that has been offered as the location for the University of California, Southern Branch.

The affair was designed to impres upon the editors and writers the a vantages of the Palos Verdes site f the university. The guests made tour of inspection of the site in au mobiles and were guests at dinner the La Venta Inn.

C. H. Cheney, a member of the co mittee, told the guests that the s is an ideal ...

LAST CALL FOR LEWIS CLAIMS

With the adjudication as a bankrupt yesterday of the Permanent Residence Apartments corporation, of which E. G. Lewis, promotor of Atascadero and Palos Verdes is president, announcement was sent out from Santa Barbara by W. ... that all

POSTPONE LUNCHEON CLUB'S TRIP TO SIT...

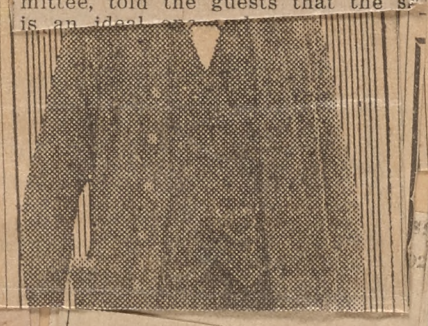
Plans for visiting the Palos Verd hills to inspect the southwest s proposed for the southern bra the University of California abandoned by members of the cheon Club Tuesday noon w was learned that that day ha...

EAST SIDE SEWER BONDS ARE CARRIED

DRIVE TYPICAL OF CALIFORNIA

Tells Story of State in Twenty-Five Paved Miles

Western avenue, one continuous



Hermosa Luncheon Club Will Visit Site in 2 Weeks

The Luncheon Club of Hermosa will make a trip to the Palos Verdes university site in two weeks, according to the ar...

SOU. BRANCH STUDENT BODY VOICES OPINION ABOUT DISTANT SITES

The highly gratifying news for Burbank was brought here yesterday afternoon by Miss Grace Locke of Orange Grove avenue, who is a student at the Southern Branch, state university, to the effect that the Associated Students which is

body includes twelve students from Redondo and one from Fullerton. The remainder of the 4000 odd students are mostly from Los Angeles. Removal to either the proposed Palos Verdes or Fullerton sites would th...

SELECTION OF SITE DELAYED

tendance at the institution.

...ND TONE IS SHOWN IN LOT BUYING

Speculative Purchaser of Realty is Not Prominent Dealer Declares

Not only has 1925 a revival of real estate buying, but it is buying of a much sounder type than

FEBRUARY 15, 1925

Visit Proffered Si...

Governor Richardson and Regents Look at Site Offered by Burbank For University.

Governor F. W. Richardson and the Board of Regents of the University of California visited the San Fernando valley Wednesday looking over the proposed university site at Burbank.

...wis Liability ...ist $10,650;923

...TA BARBARA, Feb. 14.— ...ities of E. G. Lewis, promote Atascadero and Palos Verde , were listed as $10,650,923 to Commissioner in Bankruptc er, following expiration o me limit for filing claims. is' assets, according to hi te, are $23,640,145. Un ted claims are set forth a sing $17,315,000 of the assets ses $149,171 and real esta

thousand claims were fil ltors' meeting will be held dero the first week in Ma

CALIFORNIA REGENTS INSPECT SITE HERE

Regents of the University of California today were considering a location for the southern branch of the institution with first hand information as to the Palos Verdes site. They visited the site yesterday, along with others of the four under special consideration.

In her efforts to secure the site for the Southern Branch of the University of California, Fullerton has the whole-hearted support of every community in Orange county. This is as it should be. Fullertion has a splendid 1000-acre site (and no smaller acreage should be entertained) in the midst of ideal surroundings for such a great university. It is easily accessible to the centers of population of this part of the state, and yet far enough

REGENTS FAIL TO PICK NEW SITE FOR STATE UNIVERSITY

The board of regents of the University of California, meeting in Los Angeles on Wednesday to consider the selection of a new site for the University's Southern Branch, now located in Los Angeles, adjourned with the announcement that no de... could be reached until the

LOS ANGELES, CAL. EXAMINER FEBRUARY 15, 1925

Active Home Buying at Palos Verdes Estates

NOT only is the 1925 market for real estate much brisker than that which prevailed in 1924, but it is essentially much sounder in the opinion of Henry Clarke, director of sales of the Palos Verdes Estates.

"Our January sales were 50 per [illegible]

stead the buyers of 1925 are almost without exception those looking for a site where they intend to build a permanent home.

"Their selection is much more careful, as a consequence, for they are buying a homesite and not a speculation.

SAN PEDRO, CAL., PILOT 18 FEBRUARY 16, 1925

Harry Weaver Joins Miralesta Colony in Palos Verdes Hills

Harry Weaver yesterday joined the rapidly growing colony of San Pedro people who are obtaining beautiful residential sites in the miraleste tract of the Palos Verdes states. He purchased a large lot facing east on Western avenue alf block north of the sth oundary line of that tract.

OXNARD, CAL., COURIER—4 FEBRUARY 16, 1925

Creditors of Lewis Meet at Atascadero

(By International News Service)

LOS ANGELES, Feb, 16.—A meeting will be held in Atascadero, the first week in March by creditors of E. G. Lewis, former St. Louis publishe and promoter of land tracts at Atascadero and Palos Verdes, according to announcement made today by Commissioner in Bankruptcy Butcher. A total of 9000 claims representing liability of more than $10,000,000 were filed against Lewis who set his assets at more than $23,000,000.

SAN PEDRO, CAL., PILOT 18 FEBRUARY 17, 1925

Increasing Interest is Shown in Palos Verdes

Residents of other districts in Southern California are now buying extensively in the Palos Verdes Estates, according to Henry Clarke, sales manager for the community project. During the month of January the sales of land were nearly 50 per cent higher than they were during any month in the

FEB 15 1925

NEW IDEAS IS FEATURE OF EXHIBIT

Landscape Architects Show Interesting Arrangement of Various Projects

The classifications entered in the second annual exhibition of landscape architects of Southern California make it possible for the Southwest [illegible] going north [illegible]

Golf in Long Beach

By VERNE WICKHAM.

LONG BEACH is rapidly becoming one of the Southland's most favored golf centers. To the vacationist or the tourist whose golf bag is the most important part of his vacation luggage, Long Beach has many good things in store. In a climate which makes golf possible twelve months of the year and on fairways cooled by ocean breezes, the golf enthusiast will find the game at its best. Only a few years ago one course took care of the golfers of this community and now three courses are in use and one more will be completed and open to play within two or three months. Two of these courses are situated within the city limits, one the Virginia Country Club, a private club, but which extends its courtesies to [illegible]

their shots annually and makes Long Beach truly a golfer's paradise.

On fairways within sight of the Pacific Ocean, the Recreation Park course is a pleasant and sporty course to play. Only a trifle over 5,000 yards in length, it is a delight to the average golfer and typically a course for the come-and-go golfers. The man who is not on very good speaking terms with Par will get a great deal of real enjoyment playing these fairways, for all pars are easy and there are but two five par holes on the card. Plans have been drawn and work will start in the near future that call for grass greens and an additional thousand yards added to the course, which will make the course of

The probability of secu[ring] enlarged Southern branch [of the] versity of California for [Los Angeles] County is creating a great deal of agitation just now. A number of the leading citizens of Los Angeles are trying to get the larger institution located in the City of Los Angeles. There are others who believe that the University should be located outside the metropolis and believe it so strong that they have secured four sites, of approximately one thousand acres each, to offer to the University. These four sites are located at Fullerton, Palos Verdes, Burbank and Westwood. On Sunday last the newspaper men and a number of secretaries of various Chambers of Commerce of [Los Angeles and] Pasadena [and] Glendale [and] Burbank [and] Fullerton [and] Palos Verdes [and] Santa Monica [and] Long Beach [and] Redondo [and] Hollywood [and] Whittier [and] Pomona [and] Ontario [and] Riverside [and] San Bernardino [and] Redlands [and] Orange [and] Santa Ana [

SANTA BARBARA, CAL., NEWS-P
FEBRUARY 17, 1925

LEWIS' NOTES FOOT MILLIONS, THOUSANDS PAY

Insolvency Schedule Lists Ventures Floated On Personal Note Plan; Life Insurance Of $560,000

Preparations for a meeting of such as will come of the thousands of creditors of E. G. Lewis, Atascadero promoter, seeking in-

ASSETS OF LEWIS ARE REVIEWED

List Includes Expected Judgment of $17,315,000 from Palos Verdes

Of assets of $23,640,145 listed by E. G. Lewis, bankrupt promoter of Atascadero and several local projects, a total of $17,315,000 is claimed in expectation of obtaining judgment against the present owners of Palos Verdes tract in Los Angeles County, it was stated yesterday in Santa Barbara by W. P. Butcher, Jr., commissioner in the assets.

San Luis Obispo, Cal
Tribune 2-18-25

STORY OF LEWIS' $20,000,000 FINANCIAL BUBBLE REVEALED

SANTA BARBARA, Feb. 17.—The story of a $20,000,000 financial bubble of international scope and brilliant ingenuity was revealed yesterday in mute drama by the 800-page schedule of liabilities and assets filed here with Commissioner W. P. Butcher, Jr., by attorneys for E. G. Lewis, promoter of Atascadero, Los Angeles, University City, Mo., and other places, involuntary bankrupt.

Lewis' creditors, which is to say persons who loaned him money on personal notes of a dozen different kinds to the extent of $10,650,923.34, as he

Notes," on "an unincorporated volu
tary association in course of forn
tion" in Atascadero—$450,600.33.

"Regents Mercantile Corporatio
of University City, Mo.—$481,185

Lewis lists his assets at $23,
135.46. Of this total $17,315,000
under the heading unliquidated cl
which the schedule sets forth
plaints, filed against the U
Company of California, for
the Title and Insurance Tr
pany of California, for $17,00
against Cornelius E. Vand
$65,000.

coops, so that each 24 ho
divided into two egg-laying

THE UNIVERSITY SITE

THE Los Angeles Express, which is much opposed to ing the southern branch of the University of Cali near what it chooses to term the "back door of Los Ang makes much ado over the resolution adopted by the student body opposing the removal from its present location. The Express quotes at length the comment of the student who presented the resolution, who said:

"The students have made an interesting check on our enrollment.

"They found that the student body includes 12 students from Redondo and one from Fullerton. The remainder of the 4000 odd students are mostly from Los Angeles. Removal to either the proposed Palos Verdes or Fullerton sites would thus

SANTA BA
FEBRUARY 19, 1925

SANTA PAULA, CAL.,
CHRONICLE
FEBRUARY 19, 1925

CREDITORS OF LEWIS TO HOLD BIG MEET SOON

Date of Meeting of 9,000 to Whom Lewis Sold Stock in Various Enterprises to Be Set Today

SANTA BARBARA, Feb. 19.—The date for the meeting of the 9000 cred projects of Lewis will file within a few days. A study of the claims submitted to the commissioner reveals that the bankrupt promoter borrowed upward of $6,000,000 by the mail route mostly in small sums.

According to word received here, Lewis is in Atascadero, San Luis Obispo county, busily engaged in raising a defense fund to fight bankruptcy litigation. One by one, however, residents of his colony in that place are moving away until today, records show, approximately half of the property he sold ten years ago for homes, business sites and orchards is being advertised for sale for delinquent taxes.

British Royalty Here
With Company's Aid

have offered sites
institution, the board has
the field to four—Bever
Burbank, Palos Verdes a

Liabilities of E. G. Lewis, pr
of the Atascadero and Palos V
tracts, were listed as $10,650,923.
day by Commissioner in Bankr
W. H. Butcher, Jr., and Dec. 15,
set for the expiration of
for filing claims against
Lewis, assets, accordi

OMPOC, CAL. RECORD 127
FEBRUARY 20, 1925

WIS RAISED MILLIONS FROM HIS SUPPORTERS

Horizons gilded with get-rich-quick colors—visions of oil wells spouting gold, and mines rotten with pay ore—are conjured up by the unending series of notes through which E. G. Lewis, St. Louis, Los Angeles and Atascadero promoter, borrowed more than $10,000,000 in four years from thousands of hard-working men and women all over the world, according to his own schedule of liabilities, on file with Bankruptcy Commissioner W. P. Butcher, Jr., says Wednesday's Morning Press.

The schedule, according to attorneys familiar with Lewis' meteoric career, does not include the story of his earlier operations in St. Louis and other points east of the Rockies, during which he is alleged to have floated other personal loans for a total sum not less than $6,000,000, and believed to approximate much more.

With 12,000 creditors at last pressing their claims against the man even his friends in Atascadero, the eautiful city he all but created single-handed, concede is "visionary," and myriad other creditors massing n various parts of the country to dd their voices to the deafening predicted that

GOLDEN VISIONS CONJURED UP BY LEWIS' SCHEDULE

Horizons Gilded With Get-Rich-Quick Colors Presented by Promoter's Figures Filed Here With Butcher

Horizons gilded with get-rich-quick colors—visions of oil wells spouting gold, and mines rotten with pay ore—are conjured up by the unending series of notes through which E. G. Lewis, St. Louis, Los Angeles and Atascadero promoter, borrowed more than $10,000,000 in four years from thousands of hard-working men and women all over the world, according to his own schedule of liabilities, on file with Bankruptcy Commissioner W. P. Butcher, Jr.

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CREDITORS OF LEWIS TO MEET

Action in $10,000,000

ASSETS OF LEWIS ARE REVIEWED

List Includes Expected Judgment $17,315,000 From Palos Verdes

Woman's Club, P.T.A. Adopt Resolution for The University Site

The following resolution was unanimously adopted by the Woman's Club of Redondo Beach, and by the Parent-Teachers Federation of this district:

"Resolved that we hereby most heartly indorse the proposed location of the University of Cali-

IN NEW HALL ON CATALINA

Lot of Business Comes Up Before Redondo Post No. 184

DISTRIC FOR IS BY 1

District One
One M
Favo
S

Piling up a
as great

Promises More Modest

One of Lewis' 1924 flotations, the
Drilling Loan," issued from his Atas-
cadero offices, and which concerned
schedule shows, was the "Maricopa
Installment on this promises in this
instance were modest. They were
interest on maturity of the one-year
continued to offering seven per cent
note. He engaged himself to drill
conscientiously for oil on each of
his many unproved fields.
In this note, by which he raised
$767,070.23 from approximately 4500
persons, many lent—and lent again.
His "follow up" literature is not included in the schedule of liabilities, but there are many mute testimonials that the bankrupt promoter borrowed upward of $6,000,000 by the mail
shows that one woman, a resident of Wawbewawa, made him a total of six loans during the year. The sums
ranged from $25, $340, $300, $27.13, 20.87,
advanced him on this note, for a total of $88,506.67. The sums they sent him ranged from $5 to $1273.50.
Approximately 500 persons accommodated him on this note, for
Pamphlet of the Palos Verdes tract

LEWIS' DEBTS ESTIMATED AT $23,000,000

W. P. Butcher Jr. by attorneys for E. G. Lewis, promoter of Atascadero, Los Angeles, University City, Mo., and other places, including
Palos Verdes near San Pedro, in

CRED
A general mee
will be held at San Luis
newspaper. Of a month ago, in which appeal was made to halt the flow of money out of San Bernardino County, R. D. McCook, president of the American National Bank, wrote an article in last Sunday's Sun in which the perils of poor investments were graphically related.

Now there is even a more graphic demonstration, confirming everything Mr. McCook said.

The bankruptcy proceedings for E. G.
nese investors" bought because Lewis

itors
bispo
Why Is a

ROVES TO BE MASTER OF FINANCE

Although Schemes Failed To Bring Results He Predicted He Showed Great Genius In His Operations

Fifteen corporations launched and managed by E. G. Lewis whose personal bankruptcy is now under way with $10,000,000 liabilities list-

one of his schemes in L
Lewis rented a whole
great office for his busi
actions but lived con
simply himself.

PLANS OF ATASCA

The town of Atascade
Lewis founded and has
interested to a man in
insolvency and the
proceedings which are
a number of the promo
projects working in
However the residents
confident that their tow
surrounding subdivision
worth much more than
ties against it and that
vive the Lewis' bankr
come out an independen

As evidence of their
and their readiness to
situation and begin to bec
pendent, the merchants of Atasca-
dero are organizing a National
Bank of Atascadero and expect to

Many Organizations Now Passed Approval of Plateau

DECISION IS MARCH 2

Some of the Advantages of The Hill Location Are Enumerated

Members of the Exchange Club yesterday endorsed the following resolution to be sent to the Board of Regents:

Resolved, that the Redondo Beach Exchange Club hereby most heartily endorses the proposed location of the University of California, Southern Branch, on the Palos Verdes hills, because of its size and accessibility to the greatest portion of metropolitan population and particularly because no other site in Southern California offers so much of inspiration to future students; and that we respectfully recommend to the Board of Regents the early adoption of this site.

Long Beach, Calif Sun
Feb. 20, 1925

Mexico Romance, Beauty Pictured by L. B. Banker At Optimist Club Meeting

1744

The romance, sparkle and social intimacies in the life of the Mexican people of the west coast were related in an interesting manner by Robert Muckler, vice-president of the Bank of Italy, at the Optimists club luncheon at Hotel Virginia yesterday. Material for the talk was gathered by Mr. Muckler during his recent trip with the Long Beach Chamber of Commerce excursion.

shop, announced that on March 19 a special luncheon would be held for

LOS ANGELES, CAL., TIMES
FEBRUARY 22, 1925

SEWER BOND VOTE TUESDAY

District Five Election Will Be Third in Series for Metropolitan Disposal System

1744

The third of the elections being held in the campaign for the adoption of the $12,500,000 metropolitan sewage-disposal system will be held Tuesday in Sanitation District No. 5, it is pointed out by Frank D. Parent, president of the Inglewood Chamber of Commerce and chairman of the general committee in charge of the campaign in all the districts.

Issuance of $2,000,000 in bonds, to defray this district's proportionate share of the cost of the joint outfall sewer and trunk systems and pumping plants within the district, will be passed upon by voters of the close to 320,000

section because of the lack of sewage-disposal facilities.

A feature of the giant outfall that few have heard of, said Mr. Parent further, is a three-mile tunnel through the heart of the Palos Verdes Hills, with a nine-foot bore, to permit the passage of the great outfall into the sea near White's Point.

LONG BEACH, CAL., PRESS-TELEGRAM—10
FEBRUARY 24, 1925

Victory Predicted for Sewage Bonds in District No. 5

1744

Electors of Large Area Are Voting Today on Issue of $2,000,000.

LOMITA, Feb. 24.—Residents of District No. 5, embracing Lomita, Torrance, Palos Verdes, In-

...ORO UNIT OF PALOS VERDES

...guise of practical knowledge...
FEBRUARY 21, 1925

TRUST CO. CLAIM LEWIS' CHIEF ASSET

1744

Suit Against Brant Concern is for Seventeen Millions

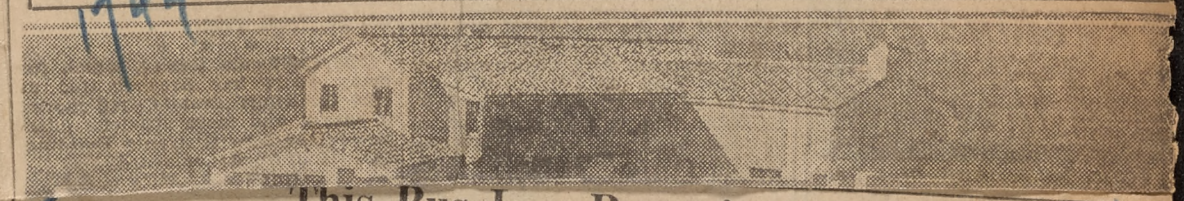
Los Angeles, Cal., ...
FEBRUARY 21, 1925

BEACH STAGE PROPOSED

An application was filed with the State Railroad Commission yesterday by the Palos Verdes Transportation Company for a certificate to operate an auto stage and truck service between Redondo Beach and the Palos Verdes Estates. The company also asked permission to issue and sell $25,000 of capital stock to finance the proposed operations.

CHENEY HOME AT PALOS VERDES

1744



This Bus Is a Poem in Color

1744

When the Palos Verdes Estates bought a Reo bus the art jury that passes on all building plans sat and decreed a color scheme for the bus of brown, cream and gold.

Los Angeles and Compton have very decided and conflicting views as to which is the best site for the establishment of the University of

...sions or disbursed...

...to Move College for Teachers

1744

If the State Board of Regents locates the proposed University of California Southern Branch at Palos Verdes or some other site outside the city of Los Angeles and leaves the Teachers College in Los Angeles, it will be over the opposition of the teachers of Long Beach. A petition to the Regents asking that

took up the cudgel in behalf of the teachers and has aided the circulation of the petitions and their signatures.

The teachers are not taking part in the controversy over the site of the proposed branch, said Mr. Oliver. They are concerned in what would happen if the Teachers College were left in Los Angeles and the branch

Clear $17,000,000 Mistake Against Palos Verdes Tract

1744

A mistake involving $17,000,000 was cleared up today by dispatches from Santa Barbara.

Several days ago W. P. Butcher

HOW THE ROADS ARE

1744

THE following highway information was issued by the Tourist Bureau of the Automobile Club of Southern California, under date of February 18. Motorists wishing any further data may obtain it by communicating directly with the club.

Topanga Canyon—A choice of a number of optional paved routes are available between Los Angeles and Santa Monica: West Adams, Washington, Pico, Wilshire and Santa Monica boulevard. All of these offer continuous pavement, although on Washington boulevard from the junction of the Centinella road to the Venice city limits construction is still under way. Pavement is then followed along the ocean-front from Santa Monica to the Topanga resort. There is no snow in the canyon at the present time.

Los Angeles to Lake Elsinore—From Los Angeles to Lake Elsinore the motorist has a choice of using one of a number of available routes. The most direct route is that east over the Valley boulevard to Pomona and Ontario, thence by way of Wineville, Riverside and Perris. Other routes which can be used, and which will be found in very good condition, are those by way of Pomona, Chino, Corona and Temescal Canyon,

PROSPECT FOR THE UNIVERSITY LOOMS BRIGHT

1744

Henning is Optimistic

DENY LEWIS ASSETS IN TRACT HERE

Palos Verdes Promoters Say $17,000,000 is Not Owed by Estates

1744

[EXCLUSIVE DISPATCH]

SANTA BARBARA, Feb. 20.—Denial that they are in any way indebted to E. G. Lewis was made today by the present promoters of

Art Jury Selected Color of This Bus

1744

Project Jury Enforce Rule Even for Bus

What is probably the only motor bus in the country to have its color scheme determined by an art jury is in operation between Redondo and the Palos Verdes Estates.

The art jury not only has complete control of the architecture of the buildings constructed in the new seaside city below Redondo, but of the color scheme of buildings as well.

SAN PEDRO, CAL., PILOT 12
FEBRUARY 26, 1925

WOULD ELIMINATE ALL SITES OF LESS THAN 600 ACRES FOR UNIVERSITY

A resolution asking that the board of regents of the University of California ...

ATASCADERO, CAL., NEWS
February 27, 1925.
Atascadero, February 27, 1925

ANALYSIS OF THE BANKRUPTCY SCHEDULE OF E. G. LEWIS

By OSCAR L. WILLETT

The newspapers during the past week have carried dispatches purporting to cover a schedule of the assets and liabilities as shown by the schedules filed. The statements made were far from correct. A recapitulation of the schedules is as follows:

LIABILITIES

Taxes due counties	$ 2.58
Wages	3,077.40
Palos Verdes Personal Loans—	
100% Bonus	902,879.51
50% Bonus	20,821.75
Contingent Oil Bonus	88,506.67
Secured Claims	6,980.01
Unsecured Claims—Maricopa Four Months Loan	2,900.00
Unsecured Claims—One Years $250,000 Loan	227,159.90
Unsecured Claims—One Year Maricopa Drilling Loan	767,070.23
Unsecured Claims—One Year Transport Loan	118,940.07
Unsecured Claims—La Plata Sunset Loan	84,320.64
Unsecured Claims—Special 60 Day Loan	46,333.84
Unsecured Claims—Coupon Mine Notes	194,646.59
Unsecured Claims—8% Preferred Mine Notes	1,567,863.17
Unsecured Claims—Finnegan Mine Notes	122,066.59
Unsecured Claims—Oil Production Contract	3,884,764.33
Unsecured Claims—Montana Oil Leases	58,516.74
Unsecured Claims—Montana Four Months Loan	71,440.30
Unsecured Claims—Commonwealth Capital Reserve Notes	450,600.37
Unsecured Claims—Commonwealth Cash Credits	26,748.08
Unsecured Claims—Regents Merc. Corp. Notes	481,153.86
Unsecured Claims	499,961.73
Liabilities as Endorser on Notes	1,019,168.88
Accommodation Paper	5,000.00
Total Liabilities,	$10,650,923.24

ASSETS

Real Estate	$ 27,066.05
Bills, Promissory Notes and Securities	781,500.00
Furniture and Fixtures	7,660.52
Automobiles	7,956.79
Farming Implements	2,000.00
Machinery, Tools, Etc.	57,539.27
Other Personal Property	500.00
Debts due on Open Account	5,290,041.02
Unliquidated Claims	17,315,000.00
Deposits of Money in Banks	1,709.89
Oil Leases	149,171.12
Property Claimed to be Exempted	(As Listed)
Total Assets,	$23,640,145.46

It must be remembered that these schedules are schedules of E. G. Lewis individually only. They do not purport to give either the assets or liabilities of any of the corporations with which he is ...

vestment in the various oil wells on Signal Hill, Kern County, and elsewhere. The value of these leases is problematical but inasmuch as there are three producing wells on Signal Hill in which Mr. Lewis had a 31% interest netting at this time about $6,000 per month, we are of the opinion that the oil leases are worth as much as the amount at which they are entered in the schedule.

Eliminating the Unliquidated Claims, a consideration of the assets readily discloses that the amounts that the creditors will receive depends upon the value of Mr. Lewis' stock in the various Lewis corporations and the amount that can be collected from these various corporations on the sums that they owe Mr. Lewis on open account. This means that the creditors of E. G. Lewis are very vitally interested in the management and liquidation of the sixteen corporations. It is too early as yet to say what the outcome of these liquidations will be. If we can have the financial co-operation and support of the holders of the mortgages on the various properties owned by the corporations and at the same time can have the assistance of the creditors, we should be able to increase thereby very considerably the ultimate dividends to the creditors.

When all of the assets have been inventoried and appraised and most of the claims have been filed and passed upon, I will prepare a statement that will show the creditors about what would be realized in gross from the assets, and about what the net dividend will amount to. At the present time it is my estimate that Palos Verdes Personal Loans will be paid in full, plus the interest, and that all other creditors will receive about 25 cents on the dollar.

Palos Verdes Site for University In High Favor

1744

If the University of California, Southern Branch, decides to locate at Palos Verdes, it will have 1000 acres and an unexcelled view, according to H. V. Green, assistant secretary of the Chamber of Commerce. Only Fullerton and the Palos Verdes Estates are left in the running, as they have proved to be nearest the needs of the college. The final decision will be made by the Board of Regents on March 10.

For some time the Branch has ... Southern Branch of the State University. While in the past the two have aided each other's growth, the enrollment of both is now so big that the removal of one is thought desirable for the best interests of both.

The location at Palos Verdes, twenty-two miles from the city, between Redondo Beach on the north and San Pedro and Los Angeles harbor on the south, is said to be one of the most beautiful situations in the south. The site ... fornia at Berkeley.

Regents View University Sites

1744

Governor Richardson, accompanied by the board of regents of the University of California, yesterday commenced a tour of inspection of what are thought to be the four sites most favorably considered for the location of the southern branch of the university.

The sites are located in Burbank, Beverly Hills, Pasadena and Palos Verdes.

The board adjourned with the announcement that no final decision on the university site would be made until the next meeting, March 10.

During the morning Governor Richardson conferred with the state board of charities and corrections.

...bersity Nearby?

...nch of the State Uni... eastern city limit de... in this newspaper be... fficiently public interest

...spite of the great big ...ngeles is putting up, in ...e subdividers of Beverly ... and elsewhere, and despite the money-spending "fishing" of Fullerton capitalists.

Somewhere between Sierra Madre and South Santa Anita, Arcadia and San Marino, the Southern Branch will be located—if the people of the communities most concerned get out and hustle for it!

Henry E. Huntington—who, millionaire though he is, cannot be expected to do it all—has come forward with a public-spirited offer to make it easy for the

SAN PEDRO, CAL., NEWS ... 27
FEBRUARY 26, 1925

LONG BEACH, CAL., PRESS-TELEGRAM—16
MARCH 4, 1925

PALOS VERDES SITE INDORSED

HARBOR CITY, March 4.—In a resolution adopted by the Harbor City Chamber of Commerce last

PUTS CHAMBER IN ANANIAS CLUB CLASS

Directors Reiterate Repudiation of Charles Freeman Johnson

LOS ANGELES, CAL.—SO. LOS ANGELES NEWS—362
MARCH 6, 1925

Figueroa Street To Be Extended

A tentative organization has been formed of the South Figueroa Development Association. The purpose of this association, it is announced, is to work for the extension of Figueroa street to the ocean.

Interested property owners and others, who have formed this association, have had several meetings and engaged a hall in the Frontenac building, at 10915 South Figueroa street. The meetings are being held every Wednesday evening, beginning at 8:00 o'clock.

At the present time, the pavement of Figueroa street stops at 120th

PEDRO, CAL., PILOT ...
MARCH 9, 1925

REGENTS WILL MEET IN BAY CITY TUESDAY

...s Verdes Site is ...trongly Supported

WILL LAUD DIRECTORS, ENGINEERS

...ilding ... has made it ...

MAKE PLANS TO TAKE CARE OF FLEET CROWDS

Thousands Expected to Come Here for Big Naval Spectacle

REPAIR CITY STREETS

Highways Leading in City to Be Put in Condition

Preparations to handle the enormous throngs of Southern California citizens who will jam the ... women of the South Bay cities.

MARCH—1925

REDON...

...Chairman

...ch continues to ...he community. ...s. T. A. Gould, Joseph Sartori, ...site offered to

The impres... to bring most ...ful site. The ... who acted on ...lo Chamber of ...rs. P. S. Ven... club president, ...resentative club

...February 23. The mem... ...oor by Martha Washing... J. E. Seargeant, a clu... ...troduced as the "Mothe... ...ondo during the war, ...he patriot motive. Eac... ...batchet place card entitlin... ...her to a seat at the luncheon tables decorated wit... colonial candlesticks with wax tapers burning, an... centered with bowls of tri-color flowers and flag... The beautiful painting, "Witchery of Winter," ... Benjamin Brown, held the center of the stage, wit... the club's large American flag serving to bring ou... the reseate hue in the painting. The artistic back... ground enhanced the appropriate luncheon cooke... and served by a committee under their chairma... Mrs. E. E. Webster, and P. C. Ridgley.

The luncheon speaker was Prof. H. T. Cory, ... present a member of the Redondo High Scho... Board. Prof. Cory's place in "Who's Who in Ame... ica" made his remarks significant when he suggeste... that a possible choice of either the Southwest site ... the Santa Monica site for the university, woul... bring a great responsibility upon all the South Ba... cities. Especially their clubs will be called to a... count for what they could offer to thousands of di... criminating people from all over the country w... would come to summer school to be established. Th... will be expected to show well-planned, attracti...

New Shore Line Road at Palos Verdes Estates

STEADY progress in the development work on Palos Verdes Estates is reported for the first two months of 1925, by the officials ... of the company ... indicates, follows the line of the bluffs very closely for this distance and opens up some of the most beautiful bits ...

REGENTS READY TO PICK NEW BRANCH SITE

Board Will Make Decision Tomorrow at S. F. Meeting, Is Prediction

LOS ANGELES SOUTHWE... MAR...

...in the west. Property values ...s street have been increas... ...ly in the last few years, ... the large volume of traffic ... street enjoys.

...igueroa street is completed, ...cted to carry the bulk of ...veen the heart of the city ...rbor districts, as well as a ...ion of that which will be ... the Palos Verdes hills.

...ent meeting, at which real ...ers talked over the growth ..., one of the veteran real... ...ors of Los Angeles made the an... ...ouncement that Figueroa street is ...he most promising thoroughfare at ...he present time in the city of Los ...ngeles.

One of the things that makes Fig... ...eroa street an attractive automobile ...horoughfare is its freedom from ...reet car tracks south of Washing... ...n street.

However, the Los Angeles Railway ...mpany operates a bus system in lieu ... street cars over much of the dis... ...tance to the south of the city.

For some time the property own... ...s along South Figueroa street have ...lt the need of extending the thor... ...ughfare to the harbor.

When the campaign was started to ...sh this project, it met with the ...arty approval of virtually every ...tested owner all along the boule... ...rd.

E. G. LEWIS' CREDITORS FILE CLAIMS FOR MILLIONS

SANTA BARBARA, Feb. 14.—Liabilities of E. G. Lewis, promoter of Atascadero and Palos Verdes tracts, were listed as $10,650,923.24 today by Commissioner in Bankruptcy W. P. Butcher, Jr., and December 15, 1925, the time limit for filing claims against the promoter. Lewis' assets, according to his own estimate, are $23,640,145.46. Unliquidated claims are set forth as comprising $17,315,000 of the assets, oi... leases $149,171.12 and real estate $27,066. There ar... 800 pages of scheduled assets, in 23 divisions. Nin... thousand claims were filed against the man. A cred... itors' meeting will be held in Atascadero in March.

UNIVERSITY SITE FUND IS RAISED

Holland and Committee Get $200 to Aid Site

Dan Holland announced at the

...LOPMENT AS... FOR FIGUEROA STREET

...8 South Figueroa Street With F. J. George ... F. M. Masinter, Secretary and Treasurer.

Backed by the energy and interest of a large number of business men the Figueroa Street Improvement Association has elected itself to the task of placing this newly extended boulevard before the eyes of Los Angeles and pointing out the many advantages of this splendid business street and its adjacent surroundings.

The office of the South Figueroa Improvement Association is located at 8628 So. Figueroa. The president is F. J. George, while F. M. Masinter is secretary and treasurer.

Open meetings of the association are being held every Friday evening at Frontenac Hall, 11013 South Figueroa street, to which all interested parties are invited to attend and hear of the plans for the building of business and homes in this high and desirable locality

FAVOR COLLEGE SITE

The Huntington Park Realty Board has gone on record as favoring the Palos Verdes site for the Southern Branch of the University of California. This board also, has selected an appraisal committee with W. Cunningham, as president, and L. B. Crossan, J. H. Stretton and Edward B. Lowe as the other members.

MARCH 1, 1925

ROADS NEEDED FOR SERVING HARBOR

City Manager Says Shipping Knocks for Admission

plans would ...

Many New Ho... Palos Ver...

CONSTRUCTION work on five new homes in the Palos Verdes Estates was started last week, and plans under way for others insure active building for several months to come.

Other homes being built in Malaga Cove are those for Mrs. Joseph E. Calloway, for George Gibbs, and one being constructed by Comstock and Wiley.

Ferdinand Christenson has chosen the Margate section for the location of the home he is building

MARCH 3, 1925

STILL A ONE ROA...

FIVE years ago the greatest crow... visited San Pedro, was here to... newly organized Pacific Fleet. Eve... event, not so much for itself, as for ... tion which resulted at the foot of Pac... the West Basin. The naval display ... the end of this month will draw a c... size and the automobile per capita has ... the time intervening. What has San ... improvement during this period? Tr... at the time, a new entrance by We...

U... SITE

150 NAVY CRAFT TO PASS REVIE... AT PORT APRI...

ON APRIL 3 Southern Cal... nians are to be given an o... tunity of viewing the Ame... navy's greatest "passing show... sea parade of the mightiest arm... ever assembled in United S... waters.

The time will be a zero hour ... by Admiral Robert E. Coontz, commander-in-chief of the American navy, for the sailing of the 51 battleships, cruisers, destroyers and auxiliaries that are to visit Hawaii and Australia on the forthcoming summer cruise. The place will be off ... San Pedro.

ALL DISTRICTS JOIN IN ASKING REGENTS CHOOSE LARGE AREA

Busy in Palos Verdes, Building Lovely Homes

Building activity in the Palos Verdes Estates is booming. The start of five new structures and the plans of many others under way, promises a busy season for

the university at Los Angeles be...

LONG BEACH, CAL.
PRESS-TELEGRAM
MARCH 10, 1925

Sundogs Guard Old Sol; Rare Sight Viewed

SUNDOGS guarded the setting sun as it slipped down behind the Palos Verdes hills last evening. The phenomenon, rare in this [illegible]

MAR[illegible]

MEET TO PICK SITE OF U. C. BRANCH

cations from which to make a

MARCH 10, 1925

LOMITA, CAL. NEWS
MARCH 11, 1925

Observations

Sea, Sky, Clouds and Plain—the Office from a Hill—Climb a Mountain-Top—Will Hays Writes Nice Letters to Editors

By W. HAROLD KINGSLEY

HAD the regents of the University of California been on the crest of the Palos Verdes hills Saturday afternoon or Sunday it is reasonably certain that they would have selected the site for the southern branch of the institution.

Standing on the highest point of the site, and favored by unusually high visibility, one saw from various angles the graceful curve of Santa Monica Bay backed by the blue hills of the long peninsula; the calm blue sea that reaches out to embrace the purple beauty of the Catalina Islands; the yellow sands of Long Beach that sweep in a great arc as far as the eye can reach; the tree-flecked plain of the Los Angeles basin, with buildings of cities and towns that man has set up beside the black-ribbon highways—civilization crawling on and on over the level spaces and creeping up the side of the hills behind Hollywood and Pasadena.

LOS ANGELES, CAL. TIMES
MARCH 13, 1925

THREE SITES FOR CAMPUS GAIN FAVOR

BY KYLE D. PALMER
"Times" Staff Correspondent
[EXCLUSIVE DISPATCH]

SACRAMENTO, March 12.—The

Angeles, Cal.
TIMES
1 5 1925

Three Sites Considera[illegible] U. of C. S[illegible]

SACRAMENTO, [illegible] board of regents o[illegible] of California is re[illegible] be hesitating bet[illegible] Palos Verdes and [illegible]

SUNDAY MORNING

PALOS VERDE PLANS EXHIBIT

Estate Invited to Join in New York Display

Officials Enter Largest Show at Exposition

Will Illustrate Work Being Done in Southland

An elaborate exhibit of the work

U. C. REGENTS TO PICK SITE OF S. B. TODAY

Pasadena, Beverly Hills Pictured as Leaders

REGENTS WILL MEET MARCH 21

Palos Verdes Strongly in Running, Say The Insiders

CONTEST NARROWED

BREEZE—198
MARCH 11, 1925

REGENTS AT ODDS O[illegible]

Unable to Agree on Location of Univer[illegible] Meet Again 21st Inst.; Five Cities Co[illegible]

[EXCLUSIVE DISPATCH]

SAN FRANCISCO, March 10.—The board of regents of the University of California was unable to agree on the location of the new site of the Southern Branch of the university after a closed executive session lasting almost three hours here today and adjourned until Saturday morning, the 21st inst., with a promise to make a final s[illegible] at that time.

The regents decided that the successful site must secure a ma[illegible] that is thirteen votes, of the [illegible] and the [illegible]

dena, Monrovia, Alhambr[illegible] dena, Temple, Sierra Ma[illegible] cadia, San Gabriel, San [illegible] Flintridge, Monterey P[illegible] Michillinda.

MARCH 11, 1925

SAN PEDRO PINS HOPE ON PALOS VERDES SITE

Board Meets Behind [illegible] regents by various cities of Southern California.

SAN DIEGO, CAL. UNION
MARCH 11, 1925

Rambling Thoughts On Many Subjects

By SAM G. AUSTIN

Much to the [illegible] ment of local [illegible] have put [illegible] in bringing the Palos [illegible] tion

U. OF C. BRANCH IN DEADLOCK

SAN FRANCISCO, March 10.—Three hours of discussion and balloting by the regents of the University of California today failed to develop a choice of a site for the new southern branch the institution is to establish and selection of the site went over until March 21. The situation, it was learned, authoritatively, represented a deadlock.

OLMSTED

PAL[illegible]

[illegible]nsted. Myron Hunt and H. C. Chambers,

Sketch of home to be erected [illegible] [illegible] completed last

Mar[illegible]

Union
Mar 12-1925

COLLEGE REGENTS FAIL TO ACT ON NEW LOCATION

U. of C. Board Expects to [illegible]

PASADENA IN LEAD AS U. C.

Southern Branch Var[illegible]

SEVEN ABSENT CAUSE DELAY IN VOTING

Burbank Leads in Elimination Discussion Before the Board

[By Associated Press]

SAN FRANCISCO, Mar. 11.—The regents of the University of California failing yesterday to select a

Regents Voting Shows Be[illegible] erly in Second Place as Site Still Undecided

[illegible] proposed sites.

72 ATTEND CONFERENCE

Seventeen of the 24 regents attended the conference, which was held late yesterday in Governor Richardson's office at the state building in San Francisco.

Before the[illegible]

Regents Unable to Decide On New Location

By Associated Press

SAN FRANCISCO, March 10.—The board of regents of the University of California failed to take [illegible] meeting because[illegible] to move the

Board Deadlocked On College Site

SAN FRANCISCO, March 11 (I.N.S.).—The site for an enlarged southern branch of the University of California remained undecided today following three hours of futile balloting at the meeting here late yesterday of the regents of the university. Only 17 of the 24 regents were present at the meeting, which was presided over by Gov. Richardson, and it is understood the situation was a deadlock. Among the sites considered were the Huntington and Hastings es-

WASHINGTON, [illegible] President Coolidge in [illegible] today called upo[illegible]

MARCH 12, 1925

University Site To Be Selected Saturday March Twenty-fir[illegible]

San Francisco, March 11. — T[illegible] board of regents of the University California were unable to agree [illegible] the location of the new site of th[illegible] Southern Branch of the universit[illegible] after a closed executive session last[illegible] ing almost three hours here Tuesday and adjourned until Saturday morn[illegible] regents for the new [illegible]

1000 Palos Verdes Acres Offered for U. C. Branch

INGLEWOOD, March 4.—A gift of a thousand acres of land worth half a million dollars, was announced here today by Attorney Newcomb Condee. Frank A. Vanderlip, owner of the Palos Verdes hills, has agreed to deed this land on the hills to the state, provided the regents of the State University select that site for the Southern Branch of the Universitty. Final decision is to be made March 21, he declared.

Palos Verdes Exhibit at Big New York Show

SOUTHERN California will be represented next month in New York City at the forthcoming Architectural and Allied Arts Exposition which is to be held in that city under the auspices of the American Institute of Architects, by an elaborate exhibit of the work in progress at the Palos Verdes Estates.

Under the direction of Frederick [illegible] Olmsted is at present in New[illegible] City arranging for the final[illegible] of the display.

The New York Exposit[illegible] The fact that Palos V[illegible] asked to contribute ar[illegible] the New York Expos[illegible] cidedly pleasing to t[illegible] charge of the deve[illegible] estates.

"The character of the [illegible] has been accomplished [illegible]

RIVERSIDE, CAL., PRESS—45
FEBRUARY 19, 1925

Dishonesty on Both Sides

When the announcement was made that the bankruptcy proceedings in the case of E. G. Lewis disclosed the fact that this promoter owed some $20,000,000 to 20,000 or 25,000 people, the first impulse was a feeling of regret for these men and women who had been separated from their money. They may possibly receive as much as 20 per cent of the sums loaned when the tangled affairs of Lewis are straightened out; and they may not receive even that. The loss will entail severe hardships in many cases; and the pathetic suffering of many of these people makes a natural appeal to sympathy.

Speaking quite frankly, however, the Press inclines to the view that most of these people have shown a streak of dishonesty such that but back of ignorance and inexperience element of dishonesty that should not be condoned.

Marc

San Francisc
board of regent
California were unable to agree on
the location of the new site of the
Southern Branch of the university
adjourned executive session last-
ing, the 21st, with a promise to make
a final selection at that time.
The regents decided that the suc-
cessful site must secure a majority,
that is thirteen votes, of the twenty-
four members of the board. Seven-
teen regents were present at the Tues-
day meeting. Assurance that a decis-

PAVED HIGHWAYS

Shorter Route to South Offered Ontarians as 22-Mile Stretch Paved

REGENTS HEAR PROPONENTS OF U OF C SITES

SAN FRANCISCO, March 13.—The board of regents of the University of California which was unable to agree on the location of the new site of the Southern Branch of the university after a closed executive session lasting almost three hours here Monday, meets again Saturday morning, the 21st inst., with a promise to make a final selection at that time.

The regents decided that the successful site must secure a majority, that is thirteen votes, of the twenty-four members of the board. Seventeen regents were present today, the absen-

Santa Paula Pat
Chronicle
Mar 13-1925

SAY SITE FOR UNIVERSITY NOW RESTS WITH 3

alos Verdes, Westwood nd Pasadena Locations Said to Remain in

GAINST L.

By OSCAR L. WILLETT
Attorney for Creditors

For two months, we have been studying the Lewis enterprises from every angle to determine the best method of liquidation. The object of the whole proceeding is to get out the money of the creditors. A careful study of the assets of E. G. Lewis personally and of each of the Lewis corporations convinced us that whatever the

STATE UNIVERSITY MA BE LOCATED IN VALL

From all appearances the San Fernando valley will get the southern branch of the University of California, the location being at Burbank.

The board of regents of the university met Tuesday in San Francisco for decision on the location, but failed narrowed down to Burbank, Pasadena, Beverly Hills Verdes.

In the voting Tuesday Hills and Palos Verdes onl one vote each and the opin the members voting for

Chronicle
Mar 13-192

SAY SITE FOR UNIVERSITY NOW RESTS WITH

Palos Verdes, Westwo and Pasadena Locations Said to Remain in

Regents Deadlocked Tuesday; to Meet Again March 21

UPHOLDS COLL[illegible]arino.

That the Board of Regents has b no means rejected the Palos Verde site for the university, as stated b supporters of other sites, was the dec laration of Newcomb Condee at th Chamber of Commerce yesterday. M Condee said the Palos Verdes site ha as good a chance of being selected as any other sites. The Regents will meet on March 21st to finally decide.

Secretary Earl Porter announced that the Lions Club had sent in a check for $10 as part of the expenses incurred by Inglewood in conducting the campaign for the Palos Verdes site.

Outfall Se Told By Engineer

Andrew Manly Assumes His Duties As Secretary Of the Local Chamber

The monthly banquet and open meeting of the Baldwin Park Chamber of Commerce was held on Tuesday evening at the Woman's Club House at the corner of Covina boulevard and Stewart street, and there was a large attendance of the members, together with some visitors had not come to Baldwin Park to

permitting districts to unite in building outfall and sewer systems was known as Assembly Bill No. 193, and was known as the County Sanitation Act. He said that neither the Sanitation Commission or the Board of Supervisors desired to take he initiative in bringing the matter before

dena, and the Palos Verdes ranch, at San Pedro. A few days ago it was "conceded" that the fight was between Beverly Hills and Fullerton. Here's a guess that Los Angeles gets it.

REDONDO BEACH, CAL.,
BREEZE—198
MARCH 16, 1925

GOOD CROWD EXPECTED AT C. OF C. MEET

'All Together, Redondo' Dinner at Woman's Club Tonight

COMMUNITY GOOD

Must Finance Chamber in

PASADENA IS LOOMING AS FAVORITE

Mass Meeting Tonight at John Muir School to Consider Program

COMMITTEES WILL

THE site of the University of California, Southern Branch, not chosen when the regents met in San Francisco. Off reports from the Bay City, however, state that the Palos Ve location is still being considered.

Residents of this district, however, should not be too optimi It is a known fact that considerable real estate activity is tal place in the immediate vicinity of the Pasadena site. Land being bought at attractive prices, it is authentically repor

There may be no connection between this activity and university site. Who knows? Far be it from us to assert the two are related in any way.

We merely present the coincidence as interesting and, lik rainy day in the Southland, as a bit unusual.

Here on Visit to the McGowans

House-guests of Mr. and Mrs. Francis J. McGowan of 708 Thirty-second street recently were Miss Janet Peck of San Francisco and Mrs. Moore and daughter, friends of Miss Peck's who had just arrived at the local port from England. Miss Moore held a high position in the Camp Fire Girls organization during the World War and is to have charge of the

at Cuca

Cucamonga I California; Has Made Name for Itself

By MRS. E. S. BISHOP

As sponsor of one of the most unique schools in advanced elementary education in existence today, Cucamonga, a little hamlet of but some 1,200 inhabitants, nestling at the foot of old Cucamonga peak, is fast becoming widely known in educational circles throughout the world. Such is the opinion as expressed by Vincent G. Lucas, head of the Cucamonga school board of trustees

cent visit to the school for the purpose of obtaining new ideas to be utilized in plans for the fine new school soon to be constructed in that locality, the delegation desiring Mrs. Samuels to consult with their architect, that they might profit by her instructions and advice in the matter. They also made a request for one of the staff of teachers versed in the

RIVERSIDE, CAL.,
ENTERPRISE
MARCH 17, 1925

LITTLE ENTERPRI

It is an interesting fact that in a poll of t versity of California Alumni, asking them to ex their opinions as to the favored site for the Sou ern Branch, Riverside is included, the other being Beverly Hills, Burbank, Fullerton, P Verdes and Pasadena, indicating that the universit authorities have not given up consideration of th property they now own here.

o ti to what-
tors ho accept
elecns within
the ling price
ome tances by
choi of all the

price of any real estate not c
will be made to the First Na
words, the First National Ba
agent for the Anglo-California
Estates, Inc., and the creditor
plied according to the agreem

E DIVIDED AMONG THE UNSECURE

How are they to be divided? We have been studying that question for some time. The usual method would be to sell these lots, pay the expenses, and divide the residue. But this usual method presented some very unusual difficulties.

First, there was no money on hand to start a selling campaign

Your Help Is Needed to Get the University

San Pedro, which has received most of its community blessings on a silver platter without even having to ask for them, is doing nothing to get the proposed Southern Branch of the State University. Just now is the critical time when everything that can be done should be done. Saturday the board of regents will meet at San Francisco to again take up the selection of a site.

Other communities are leaving no stones unturned to win. They are bombarding Governor Friend W. Richard-

TO HAVE FINAL DECISION ABOUT UNIVERSITY SITE

Following are the names of the regents of the University of California who will make the final choice in the matter of selecting a site for the Southern Branch institution:

REGENTS EX-OFFICIO

HIS EXCELLENCY, FRIEND W. RICHARDSON
Governor of California and President of the Regents, Sacramento.

CLEMENT CALHOUN YOUNG,
Lieutenant-Governor of California, Sacramento.

FRANK F. MERRIAM,
Speaker of the Assembly, Sacramento.

WILL C. WOOD,
State Superintendent of Public Instruction, Sacramento.

COUNCIL FAVORS PALOS VERDES UNIVERSITY SITE

Acting on the suggestion made by Henry F. Burmester, President of the Chamber of Commerce, the City Council today indorsed the proposed Palos Verdes site for the Southern Branch of the University of California. Copies of the Council's declaration will be sent to Governor Friend W. Richardson and Speaker Frank Merriam of the Assembly.

MARCH 17, 1925

PUBLICITY FOR SAN PEDRO

N PEDRO will receive great publicity through the medium of an elaborate exhibit of the work in progress at the s Verdes Estates representing Southern California, in York City next month at the forthcoming architectur allied arts exhibit. The exposition is to be held under auspices of the American Institute of Architects.

A very complete display, consisting of drawings, layout , photographs of completed structures, plans of different as and a description of the work done by the art jury has been prepared by Frederick Law Olmsted of Olmsted Bros., who have charge of the development of the Palos Verdes Estates. This imposing exhibit will occupy a wall space measuring twelve by sixty feet.

Reports from New York received here are to the effect

ite Story Error Bared

story relating that a site for nch of the University of nia has been decided upon, ppeared in an evening news- f Los Angeles, was misleadcording to the secretary of o Beach, who assured the hat hopes were still held for g the branch in Palos Verdes

offer of the site at $500 ade by Frank

PTON, CAL. TRIBUNE
MARCH 17, 1925

PROSPECT FOR PALOS VERDES SITE BRIGHT'R, SAYSHOLLAND

1744

Prospects are brighter than ever for the selection of the Palos Verdes site as the future location of the University of California southern branch. Dan

LONG BEACH, CAL., SUN.—12
MARCH 19, 1925

OFFICIALS URGE PALOS VERDES AS U. C. BRANCH SITE

Council Orders Resolution

Verdes, Westl

LONG BEACH, CAL., PRESS-TELEGRAM—20
MARCH 19, 1925

THE PALOS VERDES site proposed for the Southern Branch of the University of California is the Long Beach site. It is within ten miles of this city. Rapid transit make it part of the com

LONG BEACH, CAL., PRESS-TELEGRAM—20
MARCH 19, 1925

ATASCADERO, CAL., NEWS
March 20, 1925.

INSTRUCTIONS TO CREDITORS

6. Then mail this executed proof back to Mr. Willett. This need not be registered.

7. Mr. Willett will examine the executed proof to see that it is correct. If not properly executed, he will send it back to you with new instructions.

8. When a claim reaches Mr. Willett, properly prepared and correctly executed, he will attach to it the original notes and documents called for in the proof and will then file your proof with the Referee in Bankruptcy.

9. If your original notes and documents were mailed to Mr. Lewis in connection with the proposed merger, and not returned to you, they have been delivered to Mr. Willett and are now in his possession. If you do not have your original notes and documents,

Western Avenue Soon

1744

Varied Scenery on Long, tes

Site At Palos Verdes

1744

LONG BEACH, Cal., March 19.—The Long Beach Chamber of Commerce has adopted a resolution directed to the Board of Regents of the state univer recommending the adoption the Palos Verdes site as t location for the southern bran university.

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GLENDALE, CAL., PRESS—
MARCH 21, 1925.

HILLS SEI SITE

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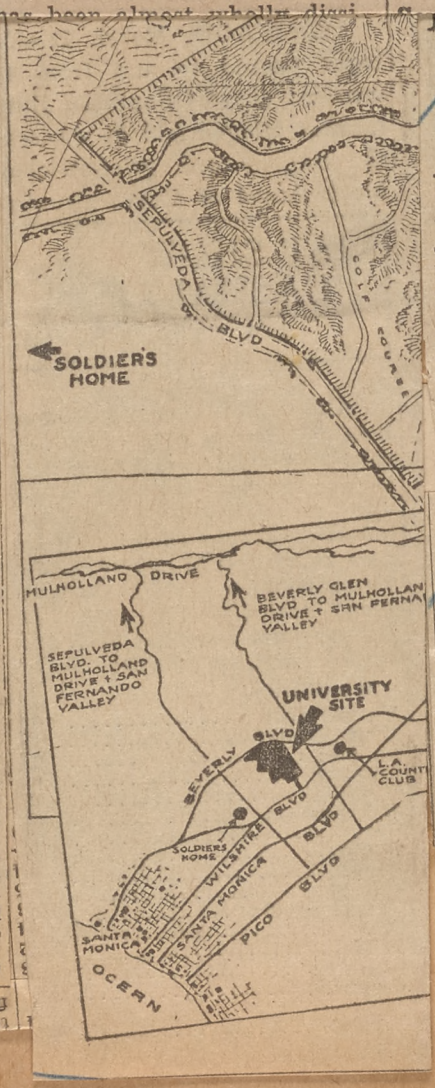

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MARCH 18, 1925

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Council Orders Resolution

Verdes, West

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MARCH 19, 1925

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March 20, 1925.

INSTRUCTIONS TO CREDITORS of E. G. LEWIS

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—o—

1. Send All your original notes and documents to
OSCAR L. WILLETT,
220 C. C. Chapman Bldg.,
Eighth & Broadway,
Los Angeles, California.
and enclose with them $2.00 to cover actual clerical cost of pre ing proper proofs of claims.

2. Send your papers by Registered Mail and mark on the velope "Receipt Required." Then your papers are safe and will get back the return receipt signed by Mr. Willett. No ot receipt from Mr. Willett will be necessary.

3. Mr. Willett will examine your papers and prepare the pro proof of claim for your particular case and mail it back to you signing.

4. When you get this proof take it to a Notary Public and s it before the Notary at the places marked with an X. If there more than one proof you must sign each proof at all places mark with an X.

5. Then the Notary must sign at each place where "Nota Public" appears and he must place his seal beside each of his sign tures.

6. Then mail this executed proof back to Mr. Willett. This need not be registered.

7. Mr. Willett will examine the executed proof to see that it is correct. If not properly executed, he will send it back to you with new instructions.

8. When a claim reaches Mr. Willett, properly prepared and correctly executed, he will attach to it the original notes and documents called for in the proof and will then file your proof with the Referee in Bankruptcy.

9. If your original notes and documents were mailed to Mr. Lewis in connection with the proposed merger, and not returned to you, they have been delivered to Mr. Willett and are now in his possession. If you do not have your original notes and documents, all you need to do is to write Mr. Willett and tell him to prepare your proof of claim, sending him the $2.00 at the same time.

10. If your original notes and documents have been lost or destroyed, your claim must so state. Write a letter to Mr. Willett stating the facts about the loss or destruction, enclose the $2.00, and he will prepare your proof of claim.

11. If you have never received any notes or other written evidence of money loaned or invested, write Mr. Willett the facts and send him any proof you have that you sent Mr. Lewis the money, such as cancelled checks, money order receipts, copies of letters, etc., enclose $2.00 with your letter and Mr. Willett will prepare your proof of claim. If you loaned E. G. Lewis any money, you are entitled to file a claim for it whether or not you received any note from Mr. Lewis.

12. Palos Verdes personal loans are secured by an assignment of Mr. Lewis' fees and commissions. These Palos Verdes loans must be filed in the bankruptcy court, but they should be proved as secured claims. There is some doubt about the validity of the assignment, but the security should be claimed.

13. Oil Production Contracts and Commonwealth notes involve certain legal questions that necessitate a different form of proof. If these claims are proved in the usual language, they are certain to be disallowed.

14. The various note issues have been refunded and changed so many times that it is dangerous for any person to try to make a proof of claim who is not familiar with the history of all the issues.

15. On account of the many complications, probably every claim filed in this estate will be objected to. When a claim is objected to, it is then set down for a hearing before the Referee. A hearing on a claim is very much the same as any other lawsuit, and requires the services of a lawyer. Each creditor will need a lawyer who has made himself thoroughly familiar with this entire matter and who can be present at all the hearings before the Referee.

16. There must be some one business lawyer in charge of this matter at all times for the creditors. This estate will not liquidate itself and is not in such condition that the task can be left to the trustee. Mr. Willett has agreed to represent any creditor on any one of the following three arrangements:

(1) For a fee of 2% of the total claim filed, including interest. This fee must be paid in advance. As the estate should pay out at least twenty-five cents on the dollar, this is the cheapest and best plan for creditors. Lawyers usually charge more than 2%.

(2) For a reasonable fee to be charged each creditor, based on the services rendered to, and results obtained for, that creditor. Claims against which contests are filed will require more work than where there are no contests; and in such cases the fee would be greater. This is the really fair plan for everybody. Under this plan, the creditor pays for whatever work is done for him and the lawyer gets paid for the work he really does.

(3) For a contingent fee of one-sixth of whatever is saved for the creditor. This is the most expensive plan for the creditor and should not be selected, unless the creditor cannot pay except out of the dividends. Under this plan, as each dividend is paid, one-sixth of it will go to Mr. Willett.

17. Select one of the three above plans and advise Mr. Willett on which plan you want your claim handled. You can designate the plan that you select by its number.

18. When you want a question answered through the paper, write the question on a separate sheet. Do not write the question as part of a letter to Mr. Willett.

19. Do not write on the back of the proof of claim forms. These spaces are for the Referee.

20. Don't try to prepare a proof of claim yourself. Even an experienced lawyer could not safely prepare a proof of claim in this complicated estate, without having a complete history of all the note and security issues of E. G. Lewis.

Western Avenue Soon

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Varied Scenery on Long, tes

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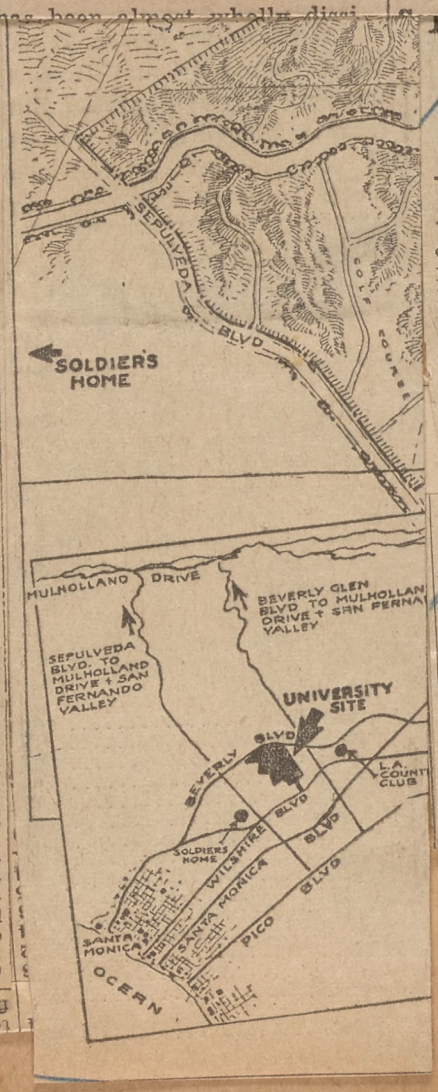

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THE UTCO. NE

Palos Verdes Golf Club

A Monthly Publicat
By And For
The Union Tool Compa
Employees

VOL. 5 NO. 10

Santa Barbara, Cal. Press
Mar. 20, 1925

E. G. Lewis

100 CENTS ON EVERY DOLLAR COURT SLOGAN

1744

Promoter of Atascadero and Palos Verdes Still Optimistic

RUTHERFORD CHOSEN

Claims Approach Total of Ten Millions; Assets 24 Millions

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"My only desire is to see every

SAN PEDRO, CAL. PILOT
MARCH 21, 1925

SAN PEDRO AS A SUMMER CITY

THE climate of the hill section of San Pedro and of the entire range of the Palos Verdes is not so generally known for its summer as its winter attractions, but nevertheless, it will receive its recognition in the fullness of time. One reason for a lack of recognition of the climatic advantages of the San Pedro high levels was that weather reports sent out over the country give the temperature of Los Angeles, 22 miles inland, where it gets much warmer than here. Until the management of the Palos Verdes rancho began keeping correct weather records a few years ago it was not known that the Palos Verdes hills, in which San Pedro is located, had no rival on the California coast in the equilibrity of temperature, with the

SAN PEDRO, CAL. PILOT
MARCH 26, 1925

Tour Palos Verdes to Inspect Sites

1744

To make a selection of one of the three sites offered by the Palos Verdes syndicate for a Girl Reserve camp ground, Miss Jean MacGillivray, general secretary of the San Pedro Y.W.C.A., Miss Helen Ferguson, girls' work secretary of the "Y" and E. L. Moore made a tour of the Palos Verdes estates Tuesday morning.

The site will be definitely decided upon later.

SAN PEDRO, CAL.
MARCH 25,

E. G. Lewis, promoter of Atascadero and Palos Verde, is to go into bankruptcy. His creditors number 9,000. The day of glittering promises is still with us.

1744

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TURDAY EVENING, MARCH 21, 1925.

VOL. X

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Pathetic

DECISION IS REACHED

CITIZENS OPEN FIGHT HERE TO GETMOREWATER

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Poor Pressure Leaves Many Homes Without Water, Claim

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Lewis floated the project on a longer shoestring than a Wallingford ever dreamed of, and met the toughest luck since Water-

"Misfortune dogged me at every turn," he said, adding that he had gone into voluntary bankruptcy to save his creditors, although his assets, real and potential, far exceeded his liabilities.

Development of the Palos Verde project, in Los Angeles county, was started, Lewis said, with Frank Vanderlip, New York financier, one of those who asked him

ANAHEIM, CAL. BULLETIN
MARCH 21, 1925

1744

BEVERLY HILLS SELECTED BY REGENTS

minutes before noon

SANTA CRUZ, CAL.—NEWS
March 21, 1925.

REGENTS CONSIDER
NEW SITES ANYWAY

SAN FRANCISCO, March 21.—(AP)—The regents of the University of California held a meeting in the state building here today to select a site for the southern branch of the university. The present quarters in Los Angeles are said to be too small. The regents have six sites under consideration and they are as follows: Beverly Hills, 400 acres; Palos Verdes, 1,000 acres; Hastings and Huntington sites, both at Pasadena, 400 and 200 acres, respectively; Burbank, 700 acres, and Fullerton, 1,000 acres.

REGENTS SELECT L. A. SITE FOR SOUTHERN BRANCH OF U.

1744

SAN FRANCISCO, March 21 (A.P.)—The southern branch of the University of California will remain in Los Angeles, it was decided by the board of regents at a meeting here today. The Westwood site near Beverly Hills was selected over the several locations offered in and around Los Angeles.

The Westwood site, consisting of 400 acres, is eight and a half miles from the business center of Los Angeles and within the city limits. After their executive session members of the board said they were influenced in favor of Beverly

islature established the southern branch on a specific site in Los Angeles and any transfer would require further legislation. While objection was raised to taking any part of the University from Vermont avenue, Los Angeles delegates expressed the opinion that the Beverly Hills selection would satisfy the protestants, since it was inside the city.

Ten days ago the regents balloted on sites without result. A month previously, at a meeting in Los Angeles, the various sites had been preferred, all extended with-

GLENDALE, CAL. NEWS
MARCH 23, 1925

Humor

UNSECURED NOTES WILL

ation has offered to take over all claims against Lewis and issue real estate receipts which, with a small

WILL DIVIDE BIG ATASCADERO PROJECT

1744

SAN LUIS OBISPO, Mar. 26.—The great Atascadero development project which E. G. Lewis of St. Louis founded in 1913 on $2,000 borrowed money, will be parcelled out through assign claims to holders of $5,000,000 in unsecured notes against the promoter.

Olmsted Brothers to Give Preview of N. Y. Exhibit at Redondo

1744

Drawings and models of structural, decorative and landscape architecture planned or already completed for the Palos Verdes project, will be on public exhibition next Monday. This same display is being sent to New York City Monday, March 26, International to 6 p. m. It was prepared by Olmsted Brothers, directors of design for the Palos Verdes estates.

In addition to many drawings and models of homes and civic buildings, there will be sketches and finished examples of decorative paintings; and sketches, models and finished examples of decorative and monumental sculpture from all over the world.

Rambling Thoughts On Many Subjects

1744

By SAM G. AUSTIN.

Well, folks, we lost our fight to secure a choice of Palos Verdes as the site for the new branch university. There is no use of expressing bitterness or to indulge in any recrimination or to seek what is popularly known as a "goat." There are several factors that are encouraging. We made a good fight. We cemented the bonds of friendship between various communities

COMMENT by GIL A. COWAN

Now that the board of regents has selected Beverly Hills for the site of future building of a southern branch, University of California, who is satisfied other

MARCH 21, 1925

Palos Verdes Exhibit Beautiful, Interesting; Seen by Many Here

1744

Hundreds of interested people visited the Palos Verdes offices yesterday for a pre-view of the plans and architectural drawings exhibit prepared by the Olmstead

SAN LUIS OBISPO, CAL.
TELEGRAM
March 26, 1925.

PERFECT PLANS FOR AIDING OF ALL CREDITORS

1744

E. G. Lewis Assets Will Be Salable for Good Sums Trustee Tells in Report

The E. G. Lewis creditors resumed their investigation into assets

WHITTIER, CAL., NEWS—22.
MARCH 26, 1925

Misfortune Stalked Lewis In Development Ventures

SAN LUIS OBISPO, Mar. 26.—(United Press)—The great Atascadero development project which E. G. Lewis of St. Louis founded in 1913 on $2000 borrowed money, will be parcelled out through assigned claims to holders of $5,000,000 in unsecured notes against the promoter.

Lewis floated the project on a shoestring than a Wall-ony on a solid foundation of voluntary credit, only to have the war force him into other ventures such as mining and oil, to save the project.

"Misfortune dogged me at every turn," he said, adding that he had gone into voluntary bankruptcy to save his creditors, although his assets, real and potential, far exceeded his liabilities.

SANTA CRUZ, CAL.—NEWS
March 37, 1825.

SAYS BIG TRUST COMPANY IS READY TO HELP LEWIS

SAN LUIS OBISPO, March 27.—The Anglo-California Trust company of San Francisco is willing to co-operate in any plan to pay the creditors of E. G. Lewis, bankrupt promoter of the Atascadero and Palos Verdes land settlement projects. The bank holds mortgages on both estates.

LOS ANGELES, CAL., EXAMINER
MARCH 29, 1925

WESTERN AVE. IS OPENED TO HARBOR

RIVERSIDE, CAL., PRESS—4[illegible]
MARCH 26, 1925

PROJECT

* * * *

Humor

UNSECURED NOTES WI[illegible]

SANTA PAULA, CAL., CHRONICLE
MARCH 27, 1925

NAME TRUSTEE IN LEWIS CASE

Rise in Valuation of Some of Lewis Properties Give New Hope to Creditors

SAN LUIS OBISPO, March 27.—The election of A. R. Rutherford as trustee of the estate of E. G. Lewis, promoter of the Atascadero Colony and the Palos Verdes project, has

SANTA BARBARA, CAL., PRESS—2
MARCH 27, 1925

BANK PROMISES AID TO LEWIS

San Francisco Trust Company Will Cooperate In Settlement

The Anglo-California Trust company of San Francisco is willing to co-operate in any plan to

LOS ANGELES, CAL., EXAMINER
MARCH 29, 1925

PALOS VERDES IN N. Y. SHOW

OLMSTEAD BROTHERS last week shipped to New York the huge exhibit showing the de[illegible] work on the Palos Verdes

LOS ANGELES, CAL., ILLUSTRATED DAILY NEWS
MARCH 30, 1925

OFFICIALS PLAN TO HANDLE CROWD AT NAVAL REVIEW

More than 20,000 automobiles can be accommodated on the upper military reservation at Point Firmin for motorists who wish to see the impressive departure from Los Angeles waters on April 3 of the United States battle fleet.

Through the courtesy of the commandant at Fort McArthur the entire military establishment will be open to visitors for inspection during the day. Two bands will be on duty, and an aerial circus will be staged.

DIRECTIONS GIVEN

The Automobile Club of Southern California advised motorists to reach the reservation by proceeding along Pacific avenue to Twenty-sixth street, turning to the right on Twenty-sixth, then to Caroline, turning left on Caroline to Military road and

TRUST COMPANY TO AID PAYMENT OF LEWIS DEBTS

By Associated Press

SAN LUIS OBISPO, March 27.—The Anglo-California Trust company of San Francisco is willing to co-operate in any plan to pay the creditors of E. G. Lewis, bankrupt promoter of the Atascadero and Palos Verdes land settlement proj[illegible] it was testified yesterday by [illegible] April 7. [illegible] in bank[illegible]

Los Angeles, Cal., Journal 30
MARCH 28, 1925

Trust Company To Aid Payment of Lewis Debts

SAN LUIS OBISPO, March 27.—The Anglo-California Trust company of San Francisco is willing to co-operate in any plan to pay the creditors of E. G. Lewis, bankrupt promoter of the Atascadero and Palos Verdes land settlement projects, it was testified by A. R. Rutherford, trustee in bankruptcy, in the bankruptcy proceedings.

Rutherford said he had consulted with the bank's officials and that willingness

SAN PEDRO, CAL., NEWS-PILOT
MARCH 27, 1925

WESTERN AVE. CELEBRATION IS POSTPONED

Opening of Highway to Sea Fete to Be Staged May 1

ROAD NOT IN SHAPE

Johnson Says Bigger and Better Program Will

San Luis Obispo (Cal.) Herald
March 27, 1925.

LOMITA, CAL., NEWS-
MARCH 27, 1925

SANTA MARIA, CAL. VIDETTE 138
MARCH 27, 1925

Lewis' Bankruptcy Proceedings Start In San Luis Obispo

Unsecured claims totaling $1,204,399 and secured claims amounting to $116,716 were filed and allowed against E. G. Lewis estate in bankruptcy proceedings conducted

SAN PEDRO, CAL., NEWS-PILOT
MARCH 27, 1925

BOND OF TRUSTEE FOR LEWIS FIXED

Proceedings Here Continued Until April 7 at Place to Be Determined.

Further details were brought to light in connection with the E. G. Lewis estates during hearing in bankruptcy before W. Preston Butcher, Jr., of Santa Barbara here yesterday, when proceedings were continued after further examination of

SAN DIEGO, CAL., UNION 50
MARCH 27, 1925

WILL PAY CREDITORS

SAN LUIS OBISPO, March 26.—The Anglo-California Trust company of San Francisco is willing to co-operate in any plan to pay the creditors of E. G. Lewis, bankrupt promoter of the Atascadero and Palos Verdes land settlement projects, it was testified today by A. R. Rutherford, trustee in bankruptcy, in the bankruptcy proceedings.

Observations

Regents Select Worst Possible University Site in North America—An Ignorant Act That Increases Realty Values at Expense of an Ideal

By W. HAROLD KINGSLEY

IF what follows appears uncharitable, attribute it to an overwhelming repugnance that rises in the breast of the writer when an ideal is shattered against the cold gray walls of modern commercialism—when representatives of the people, otherwise normally intelligent, make the worst possible decision in a field of several choices.

You have probably guessed it. I refer to the action of the board of regents of the University of California in choosing the Beverly Hills-Westwood site for the Southern Branch.

Setting aside selfish motives that prompted us of this district to hope for the selection of the Palos Verdes site, and viewing the decision of the regents from an entirely impartial standpoint, we must even then conclude that the board could have made no worse decision if they had deliberately set out to establish a world's record for sheer ignorance.

The decision completely ignores the advice of the university presidents of the United States who urged the regents not to select a site of less than 1000 acres.

The Westwood site comprises a little more than 400 acres.

* * * *

BUT even the inadequacy of the tract might be passed over if it were not for the other conditions which make the selection of the property a shining example of ignorance.

If the site were large enough, if the terrain were the most adaptable in the United States to university purposes, if there were adequate space for the teaching of aeronautics (which there is not), still the site would probably be the worst in North America

SAN DIEGO, CAL., SUN—[illegible]
MARCH 31, 1925

NOTIONS

By W. H. P.

Babes of Finance
What's the Use?
Start Something

LILLIAN GISH'S lawyer says she is a nut when it comes to finance and proves his point by citing the fact that Lil signed a contract to give a lot of her time for a paltry 2000 bucks a week, and 15 per cent of the gross profits over the first $400,000! Whenever I see Lillian chewing her fingers in a moment of screen anguish, I'm going to think of that poor kid signing her very

TORRANCE, CAL., HERALD 2[illegible]
MARCH 31, 1925

MORE ABOUT SITE

Redondo Beach

Mr. W. Harold Kingsley,
Torrance Herald,
Dear Mr. Kingsley:

While the Southwest Site Committee received the hearty co-operation in each of the sixteen cities in this district, none of them have been more ardent in their support for the Palos Verdes Site than yourself and I want to express to you our very deep appreciation for the splendid publicity and the fine articles you have

GLENDALE, CAL[illegible]
MARCH 31, 1925

FORT GROUNDS TO PARK FLEET CARS

Military Reservation Thrown Open To 20,000 Autos For Pacific Parade

street to Roxbury, and from Roxbury to the Junction of White's Point road.

The road from White's Point to the south limits of Palos Verdes will be one way. Also from Western avenue at the junction of Redondo-Wilmington road into Palos Verdes estates will be one way.

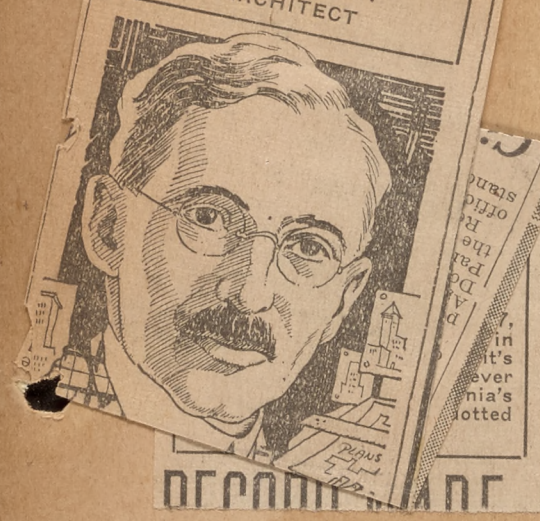
Vantage Points

Excepting in the congested districts parking will be permitted in the reside[illegible] parts of San [illegible] by the

...ER FOR PEOPLE

What Kind of a Fellow Is Myron Hunt?

ARCHITECT



...RECOMMEND...

STOCKTON, CAL.—Independent
April 4, 1925

BAY BANK NOT INTERESTED IN LEWIS PROJECT

SAN LUIS OBISPO, Cal., April 3.—The Anglo-California Trust Company of San Francisco, it was revealed today, is not interested in the Palos Verdes project of E. G. Lewis, whose financial affairs have ...ciation by repre-

LOS ANGELES, CAL., TIMES
APRIL 1, 1925

A CORRECTION

The Times is in receipt of a communication from the trust department of the Bank of America calling attention to an error appearing in an Associated Press report from San Luis Obispo relative to bankruptcy proceedings involving E. G. Lewis. In this item, printed by The Times, March 27, the statement was made that the Anglo-California Trust Company of San Francisco held mortgages on the Palos Verdes and Atascadero projects, both of which were originally promoted by Mr. Lewis. The Bank of America letter states that the San Francisco company has no interest in the Palos Verdes project and that there are no mortgages or other liens of any kind against the undertaking.

LOS ANGELES, CAL., EXAMINER
APRIL 1, 1925

Deny Company Has Palos Verdes Mortgage

Recent reports from San Luis Obispo regarding the bankruptcy of E. G. Lewis, which stated the Anglo-California Trust Company of San Francisco held mortgages on the Palos Verdes and Atascadero projects, were incorrect, according to officials of the Bank of America, who state they have received many inquiries from persons interested in the Palos Verdes project. The Anglo-California company, it is stated, has no interest whatever in the Palos Verdes enterprise, and there are no mortgages or any other liens against the project.

FARM BLOC PERILS U. C. BRANCH FUND

Smothering of Appropriation and Legislation to Force Site Change Considered

BY OTHEMAN STEVENS

"The Legislature ... trol over the action of the regents, but we hope, when it is

LOS ANGELES, CAL.
TOURING TOPICS 285
APRIL—1925

SOUTHERN CALIFORNIA

ROTAGRAVURE SECTION

LOS ANGELES, CAL.
SEVENTH REVIEW—285
APRIL—1925

With the advent of the early springtime, the innumerable artistic little taverns, built on verdant hills along the shoreline of the mighty Pacific, above which tower the splendid homes and luxurious hosteries that impress the traveler, invite the attention of those who wish to entertain for their friends in an environment of picturesque grace and charm. The unrivaled situations of these charming little out-of-the-way places, evoke much admiration and prove

LONG BEACH, CAL.,
PRESS-TELEGRAM—10
APRIL 1, 1925

"MOST SUCCESSFUL YEAR OF GUNNERY PRACTICE"—WILEY

THE MOST successful year of gunnery practice in the history of the country has just been completed by the United States Battle Fleet, according to a letter made public today by Vice Admiral Harry A. Wiley, commande... of the battleship division.

The letter follows:

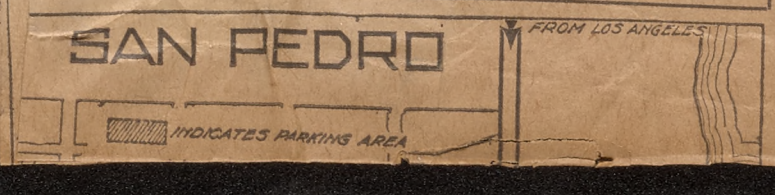
"The commander, battleship divisions, takes the occasion of the conclusion of the gunnery year to express not only his satisfaction with the excellent work of the ships of the battleship divisions, but his sincere appreciation of the efforts put forth, incidentally and collectively, by the units of the force.

Sixth Street to Roxbury Avenue, and from Roxbury Point to the junction with the White Point Road. One way traffic will be routed from White Point to the southern limits of the Palos Verdes estates.

LOS ANGELES, CAL.,
EXAMINER
APRIL 3, 1925

Best Spots to View Fleet

MAP shows routes to choice parking places from which motorists will be able to witness departure of Navy armada today for summer cruise. Map by Auto Club of Southern California.



HARBOR POLICE EXPECT CROWD

Detailed Arrangements Made to Handle Traffic Jam With Ease When Fleet Departs

"Aloha Oe."

REDONDO BEACH, CAL.,
BREEZE—198
APRIL 1, 1925

CO-OPERATE, SAYS FRANK F. MERRIAM

...Cities Should Be

...pleasure in co-operating with this community and district in the

SAN JOSE, CAL.
MERCURY-HERALD
April 4, 1925

Bank Not Interested in Atascadero Case

SAN LUIS OBISPO, April 3.—The Anglo-California Trust company of San Francisco, it was revealed today, is not interested in the Palos Verdes project of E. G. Lewis, whose financial affairs have been under examination by representatives of his creditors. During the progress of the bankruptcy hearing into the promoter's financial adventures last week it was erroneously reported that the San Francisco banking institution was interested in the Palos Verdes project and the Atascadero project.

A. R. Rutherford, trustee in bankruptcy, was quoted as testifying that the bank had

LOS ANGELES, CAL., EXPRESS
APRIL 4, 1925

S. F. BANK NOT IN PALOS VERDES

Anglo-Cal. Trust Interest Only in Atascadero

By Associated Press

SAN LUIS OBISPO, April 3.—

tures. No charges of fraud have ever been made but creditors have alleged that the numerous undertakings were too great to finance properly.

SAN DIEGO, CAL., SUN—47
APRIL 4, 1925

NOTIONS

By W. H. P.

100% Wrong
Gun Range
Figures Lie

TUST as expected, a friend of [illegible] "column" sends in a copy

SAN JOSE, CAL.
MERCURY-HERALD
April 4, 1925

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SAN LUIS OBISPO, April 3.—The Anglo-California Trust company of San Francisco, it was revealed today, is not interested in the Palos Verdes project of E. G. Lewis, whose financial affairs have been under examination by representatives of his creditors. During the progress of the bankruptcy hearing into the promoter's financial adventures last week it was erroneously reported that the San Francisco banking institution was interested in the Palos Verdes project and the Atascadero project.

A. R. Rutherford, trustee in bankruptcy, was quoted as testifying that the bank had

INGLEWOOD, CAL., NEWS—117
APRIL 4, 1925

UNIVERSITY CAMPAIGN FUND

The Rotary and Lions clubs are the only Inglewood organizations that have contributed towards the expense of campaigning for the Palos Verdes sites for the university, it was stated at the Chamber of Commerce luncheon yesterday. Recently the Chamber of Commerce communicated with the various organizations in Inglewood and asked them to contribute the sum of $10 towards the cost. The Rotarians and Lions are the only two organizations that have sent checks for the amounts.

T. H. Jennings said there was still a chance [illegible] stated that there was not sufficient room for an agricultural class. "So there is still a chance for the Palos Verdes site," declared Jennings.

MERCED, CAL., STAR
April 4, 1925

SAYS ANGLO BANK HAS NO MORTGAGE ON PALO VERDE

(By Associated Press)

SAN LUIS OBISPO, April 3.—The Anglo California Trust company of San Francisco, it was revealed today, is not interested in the Palo Verdes project of E. G. Lewis, whose financial affairs are under examination by representatives of his creditors. During the progress of the bankruptcy hearings into the promoters financial adventures last week, it was erroneously reported that the San Francisco banking institution was interested in the Palo Verdes project.

WATSONVILLE, CAL. REGISTER
April 4, 1925

San Francisco Bank Not Interested In Palos Verdes Project

(By Associated Press.)

SAN LUIS OBISPO, April 3.—The Anglo-California Trust company of San Francisco, it was revealed today, is not interested in the Palo Verdes project of E. G. Lewis, whose financial affairs have been under examination by representatives of his creditors.

During the progress of the bankruptcy hearing on the promoter's financial adventures last week it was erroneously reported that the San Francisco bank was interested in the Palo Verdes project and the Atascadero project.

MARYSVILLE CAL. APPEAL—215
April 4, 1925

ANGLO-CALFORNIA TRUST COMPANY IS NOT INTERESTED IN PALOS VERDES DEAL

SAN LUIS OBISPO, Apr. 3. (AP) The Anglo California Trust company of San Francisco, it was revealed today, is not interested in the Palos Verdes project of E. G. Lewis, whose financial affairs have been under examination by representatives of his creditors.

[illegible] BEACH, CAL.,
[illegible] EZE—198
[illegible] 4, 1925

AD COMMITTEE CONSIDER PLAN FOR PUBLICITY

Members Go Over Many

The special [illegible] mittee recommended that the proposition of Rogers Aircraft, Inc., to take an aerial photo of

APRIL 4, 1925

S. F. BANK NOT IN PALOS VERDES

Anglo-Cal. Trust Interest Only in Atascadero

By Associated Press

SAN LUIS OBISPO, April 3.—The Anglo-California Trust Com-

LOS ANGELES, CAL.
EXAMINER
APRIL 4, 1925

SATURDAY,

150, Watch Combine[illegible] Le[illegible]'s Hi[illegible]

100 B[illegible] CRAFT[illegible] FOR [illegible]

40,000 Officer[illegible] Board Fleet [illegible] Start Long Cr[illegible]

SAN DIEGO, A[illegible] structuring the Un[illegible] to sail from San F[illegible] lulu April 14 ins[illegible] and to arrive in [illegible] not later than Apr[illegible] by Admiral Rober[illegible] he left the harbor[illegible] flagship Seattle f[illegible]

The departure o[illegible] to Australia and N[illegible] Honolulu has be[illegible] on the morning of [illegible] five warships sail[illegible] Francisco.

Part of huge [illegible]nd breakwate[illegible]

BY LESLIE [illegible]

America's mighty armada—the combined fleets of the Atlantic and Pacific Oceans, with their auxiliaries totaling more than 100 warcraft—left Los Angeles Harbor yesterday for Hawaii.

From San Diego to Santa Barbara spectators congregated at points of vantage to witness a sight unparalleled in the history of Southern California, and by their presence to wish the 40,000 officers and men of the Fleet safe voyage and a speedy return.

Of the multitude which thus said farewell, probably 50,000 congregated at San Pedro, a majority of that number finding their way to the Fort MacArthur reservation. It was these fortunate folk who heard and witnessed for a brief few moments a bit of mimic warfare, for guns boomed, the roar of planes overhead filled the air, while the huge dreadnoughts steamed their way past Point Firmin, a mile off shore.

FLEET TO VISIT S. F.

These included scores of private yachts, sailing ships, power boats and launches, which went to make

LOS ANGELES, CAL.
EXAMINER
APRIL 4, 1925

Realty Operator Lists $10,650,000 Liabilities

Liabilities of $10,650,923, with assets of $23,640,145, were revealed in the bankruptcy case of E. G. Lewis, real estate promoter of Los Angeles and St. Louis, by bankruptcy schedules filed in the United States District Court here yesterday.

The liabilities included unsecured claims of $481,153, liabilities on notes, $1,019,168, and accommodation paper, $5000. Prominent assets were $17,315,000 unliquidated claims, consisting of two lawsuits, and real estate, $27,066, while personal property was valued at $500.

April 4, 1925

TRUST COMPANY IS NOT BACKING PALOS VERDE TRACT

By Associated Press

SAN LUIS OBISPO, April 3.—The Anglo California Trust com-

LOS ANGELES, CAL. TIMES
APRIL 4, 1925

[illegible] his death threat.

PAYS WAGER TODAY

[LOCAL CORRESPONDENCE]

INGLEWOOD, April 3.—D. Scott Field, scout executive for the Bay District, must push a wheelbarrow up two steep blocks on Pacific avenue, Redondo, tomorrow, with R. E. Stueart, Automobile Club of Southern California representative, as a passenger, because he lost his bet with the latter that the Palos Verdes Hills would be chosen for the Southern Branch University site.

SAN DIEGO, CAL., UNION 30
APRIL 4, 1925

FIND TRUST FIRM NOT IN PROJECTS

SAN LUIS OBISPO, April 3 (A.P.) — The Anglo-California Trust company of San Francisco, it was revealed today, is not interested in the Palos Verdes project of E. G. Lewis, whose financial affairs have been under examination by representatives of his creditors. During the progress of the bank-

LOS ANGELES, CAL.
EXAMINER
APRIL 4, 1925

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San Luis Obispo (Cal.) Herald
April 4, 1925

S. F. Bank Denies Interest in Lewis' Palos Verdes Plan

[By Associated Press]

SAN FRANCISCO, April 3.—The Anglo-California Trust Company of San Francisco is not interested in the Palos Verdes project of E. G. Lewis, whose financial affairs are under investigation as part of the bankruptcy hearings recently brought against him, it was revealed here today.

A. R. Rutherford, trustee in bankrupty, was quoted as testifying at San Luis Obispo that the bank was willing to

LOS ANGELES, CAL.
EXAMINER
APRIL 4, 1925

SATURDAY, APRIL 4, 19 WHO THINK CC

150,000 uthland's Hos

100 BATTLE CRAFT DEPART FOR HAWAII

40,000 Officers and Men on Board Fleet to Visit S. F.; Start Long Cruise on April 14

SAN DIEGO, April 3.—Orders instructing the United States fleet to sail from San Francisco for Honolulu April 14 instead of April 15 and to arrive in Hawaiian waters not later than April 20, were issued by Admiral Robert Coontz today as he left the harbor aboard the fleet flagship Seattle for San Francisco.

The departure of the ships going to Australia and New Zealand from Honolulu has been set for early on the morning of July 1. Seventy-five warships sailed today for San Francisco.

BY LESLIE DOWELL

America's mighty armada—the combined fleets of the Atlantic and Pacific Oceans, with their auxiliaries totaling more than 100 warcraft—left Los Angeles Harbor yesterday for Hawaii.

From San Diego to Santa Barbara spectators congregated at points of vantage to witness a sight unparalleled in the history of Southern California, and by their presence to wish the 40,000 officers and men of the Fleet safe voyage and a speedy return.

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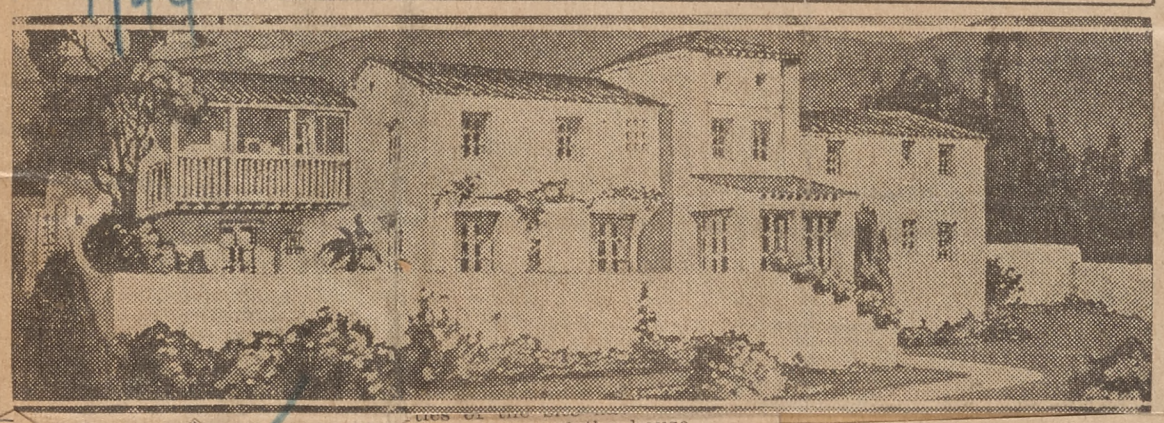
Harbor

Examiner photo.

EXAMINER
LOS ANGELES, CAL.,
APRIL 5, 1925

SPANISH HOME IN PALOS VERDES



dence of Mr. and Mrs. John We... the design of the house. Other residences in Miraleste are

OIL SURVEY DUE

Court Orders Test of Value of 260 Acres in Kern County; Expert's $500 Fee O. K.d

LOS ANGELES, CAL., EXAMINER
APRIL 12, 1925

PALOS VERDES HOME

Architect S. Charles Lee is preparing plans for a 6-room Spanish dwelling, 38x42 feet, at Palos Verdes, for Charles Little.

EXAMINER
LOS ANGELES, CAL.,
APRIL 5, 1925

Arclectural ...on ...ver Hel

F. L. Olmstead

...artistic ...itecture ...ver at- ... will ... Grand ... Palace, ...brk, for two weeks, beginning April 20.

Southern California will be represented by an unusually interesting display prepared by Olmsted Brothers of Brookline, Mass., dealing with every phase of their work in the development of the Palos Verdes Estates.

Though Olmsted Brothers have been represented in scores of other ...s of this sort in past ye... ...Palos Verdes display is ...t and most elaborate of ...hat they have ever attemp... ...Frederick Law Olmsted ... the installation of the ex... ...personal attention.

...he Palos Verdes exhibit ... includes large layout ... ...ch show every detail of th... ...opment of the streets, park... ...yground areas, but has ...otographs of residences a... ...ected, and which have bee... ...oved by the Palos Verde... ...ry.

Some of the best exam... ...panish architecture to h... ...n Southern California are ...n the dwellings already ... Palos Verdes, and they f... ...teresting contribution of ...tectural side of the exp...

It will be held under ... of the American Instit...

(Continued on Page 2, ...

Palos Verdes to Be Represented at Hermosa Lunch

The Palos Verdes organization will be amply represented at Tuesday's meeting of the Luncheon Club of Hermosa Chamber of Commerce. H. H. Towle, district manager for the Palos Verdes, is chairman for Tuesday's luncheon and has secured for his speakers, George Gibbs, Jr, designer and builder with the Olmstead Brothers, builders for the Palos Verdes Estates, and Henry Clarke, also of the Estates organization.

Gibbs will address the club on the building problems confronting beach builders. He will especially expound on the values and detriments of concrete construction as applied to beach buildings. Clarke will make a general talk for the club.

REDONDO BEACH, CAL.,
BREEZE—10S
APRIL 18, 1925

Los Angeles, Cal., Herald 26
APRIL 7, 1925

C. OF C. BODIES TO BE GUESTS AT FLORENCE

...are expected to be repres... the meeting: Long Beach, Wil... ...mington, San Pedro, Compton, Re...

SAN PEDRO, CAL. PILOT
APRIL 8, 1925

C. OF C. BODIES TO BE GUESTS AT FLORENCE

Memers Harbor District Civic Organizations to Meet

The Florence Chamber of Commerce will act as host to the other ...vard... Walnut Park Improvement Association and Wawona Improvement association.

LONG BEACH, CAL.,
PRESS-TELEGRAM—10
APRIL 7, 1925

Palos Verdes to Get New School

The $85,000 bond issue for the construction of the first Palos Verdes school building at Malaga Cove was voted at the election held April 3, it was announced today by the Palos Verdes Estates. The election was unanimous in favor of the bonds. The returns will be filed with the Board of Supervisors after April 10, when the bonds will be advertised. The architects, Allison & Allison, already have submitted tentative plans to the Palos Verdes Art Jury, and will have the final plans and specifications ready to submit to contractors by the time the money is available.

...ilting debate to sixteen hours.

Transportation Co. Financing.—Palos Verdes Transportation Company has been granted authority by the Railroad Commission to operate passenger, freight service between Redondo Beach and Palos Verdes Estates and intermediate points, and to issue and sell, at par for cash, 150 shares of its common capital stock of the aggregate par value of $15,000, for the purpose of acquiring equipment.

Right of Way For First Street To Western Avenue

An unobstructed right of way fo... First street from the waterfron... to Western avenue has now bee... secured through the recent pu... chase of two lots just west of th... city limits. The purchase wa...

DRIVE LAUNCHED FOR BRANCH SITE PURCHASE BONDS

Executive Committee Outlines Plans for Winning Election

ISSUE IS ENDORSED BY EMPLOYES OF CITY

Expenses of Project Apportioned Among Various Cities Benefited

Plans for winning approval for the $700,000 bond issue were being ...

LONG BEACH, CAL.,
PRESS-TELEGRAM—10
APRIL 12, 1925

PLEASANT TRIPS FOR VISITING MOTORISTS

Long Beach to Santa Monica and Pacific Palisades—The direct route between these points is that by way of Wilmington, Redondo and Venice. This is paved complete to ... pavement south of ...

Huntington Beach to Newport ... route along the ocean now ... continuous pavement.

Long Beach to Palos Verdes Estate—Motorists desiring to make this trip should go to Clifton-by-the-Sea, then around to Point Firmin. The grades this way are more easily negotiated. Pavement is followed by way of Anaheim Road to Wilmington; then over the Redondo-Wilmington Boulevard to Clifton. From this point a good graded and graveled road, although easily affected by rains, is followed for ten miles. The ... complete.

LOS ANGELES, CAL., EXAMINER
APRIL 12, 1925

NEW SCHOOL AT PALOS VERDES

School for Malaga Cove section of Palos Verdes Estates, Allison & Allison, architects.

THE first school bond issue in the Palos Verdes Estates last week polled an 82 per cent turn out of the voters, with a 100 per cent favorable vote for the bonds. Plans for the school have already been prepared by Allison & Allison and approved by the Palos Verdes Art Jury, and bids will be called for on the structure next week. The school is to be built on a magnificent seven and one-half acre site on the bluffs at Malaga Cove, and in both construction and location will be unique among the schools of Southern California.

OF SPANISH TYPE

In design the school is reminiscent of the renaissance expression from many parts of Spain. It will combine to make the new Palos Verdes school the last word in modernity and attractiveness.

The playgrounds for the children are of unusual size and an attractive plan of landscaping for the grounds has been prepared by Olmstead Brothers, who have had charge of all the development work at Palos Verdes.

Work on the construction of the school will commence as soon as the bid is awarded, and it is planned to have it ready for occupancy in time for the fall term this year.

SAN PEDRO, CAL., PILOT
APRIL 23, 1925

THE NEW SAN PEDRO TAKES FIRST STEP

THE movement for an organization to advertise the advantages of San Pedro as a summer residence city at interior California, Arizona and New Mexico points, is one that should meet with success. The improvements of the past few years are fast making this one of the most attractive cities on the coast, with natural advantages of climate not equaled anywhere. San Diego, with its Pt. Loma, has long held the reputation for leading the coast in the matter of summer climate, but San Pedro, with its Palos Verdes hills, rivals it exactly in the matter of temperature and surpasses it in some particulars. The protection which the Palos Verdes hills, rising to 1400 feet at their highest point, gives from the ocean winds, and vast panorama afforded by bay and mountains from their eastern slope, make this unrivaled anywhere as a summer city. Now that the most modern city improvements are so rapidly pushing higher and higher into the hills and new homesites being developed and improved with such wonderful rapidity, the time would seem to be ripe for the contemplated move. It is a logical step in the development of the great city building here, inevitable at sometime, and the time seems to have arrived.

And it is good to know that a step is being taken which does not mean an appeal to the government, the city council, the harbor board, the major traffic commission or some other authority. It means that San Pedro is starting to walk alone.

BREEZE—138
APRIL 15, 1925

ing year. Mrs. Phillips was elected president of the club, to succeed Mrs. Mattie Goodrich, at the monthly luncheon and meeting of the Rotary Anns at the Robal Inn Thursday afternoon, and Mrs. Laura Anderson was chosen as secretary and Mrs. Edna Baker, treasurer, by re-election. Following a talk in which Mrs. Goodrich, turning the gavel over to her successor, thanked the members and committees for their support in the past year and expressed her pleasure in her term as president, a picture was presented to her as a gift from the club, Mrs. A. E. Henning making the presentation speech.

For 100 per cent attendance, in- has been carrying on its philanthropies. Charity work is the club's chief activity of a civic nature and, in the past year, Miss Waite reported, it has clothed between twenty-five and thirty babies of needy San Pedro families, each member taking to the club meetings a bundle of children's clothing. Those who do not take clothes to the meetings are fined and the funds are used to buy needed articles for the children. Clothing for two, three and four-year-old children, and especially shoes, are most needed, Miss Waite said.

Mrs. Cora Phillips, reporting on the movement for a day nursery

HUNTINGTON PARK, CAL.,
NEWS-
APRIL 24, 1925

BOY SCOUT TROOP SPENDS WEEK END AT PALOS VERDES

City Council Grants Permission to Local Post

Boy Scout Troop No. 2, which is sponsored by the American Legion Post of this city spent the week end last Saturday and Sunday at Palos Verdes. They were under the guardianship of L. Klinker, who officially looks after the troop and had a most pleasant experience. The boys took turns in cooking and take it all around enjoyed themselves hugely. They returned Sunday evening.

PALOS VERDES MEN SPEAKERS AT LUNCHEON

Clark and Gibbs Tell of Some of The Things Being Done

The Hermosa Luncheon Club was entertained with a speech by Henry Clark. director of sales for the aPlos Verdes and a talk on permanent construction by George Gibbs, Jr., of the Olmstead company of Boston, builders of the Palos Verdes Estates.

Clark in his talk told the club

LOS ANGELES, CAL.,
MOTOR WEST 275
APRIL 15, 1925

On April 3, thousands looked from the high Palos Verdes hills, near Los Angeles' harbor town, San Pedro, down upon the broad Pacific, at a long procession of Uncle Sam's warships, bound north to Seattle, thence west to Hawaii. As the fleet, which left San Diego in the morning, passed, several battleships moved out of the harbor to join them. Each of those battleships cost as much as the price of 40,000 to 50,000 $1000 automobiles, yet it looked as though any of them could be destroyed without much difficulty by the bombing airplanes doing stunts in the sky above them, if the ships and the planes were in actual warfare. It would seem much easier for a bomb from a plane to hit a ship than for a shot from a ship to hit a plane.

LOS ANGELES, CAL., EXAMINER
APRIL 19, 1925

PALOS VERDES BEACH PARK

The final section of the beach front at Palos Verles has been deeded to the Palos Verdes Homes Association for park purposes as agreed with the county supervisor.

This gives a total of four and two-thirds miles of continuous course, brings the total of this space already deeded in Palos Verdes to more than 450 acres.

PAINTING WALL

Question—Is it advisable to apply a coat of paint to a new wall?

Answer—No. A plastered wall should be fully cured before applying paint.

LOS ANGELES, CAL., EXAMINER
APRIL 19, 1925

to right and follow signs to tract.

NEW OLMSTED HOME

Construction of the Frederick Law Olmsted home at Palos Verdes is under way by George M. Holstein Jr. of Beverly Hills, who was awarded the contract for its erection.

LOS ANGELES, CAL., EXAMINER
APRIL 24, 1925

CEMENT WORKS PLANNED HERE

Shipping Men and Capitalists to Establish Huge Plant Near Harbor in Palos Verdes Hills

BY HOWARD J. WOOD

A gigantic cement plant, to be located in the Palos Verdes hills overlooking Los Angeles Harbor, is being planned by a group of local shipping officials. This report yesterday caused considerable interest along the waterfront, although names of the shipping officials behind the project were not made public.

It is understood the proposed plant, for which plans and specifications have already been completed, is to be situated on a mound in the Palos Verdes hills which contain hundreds of thousands of tons of excellent cement rock. The location is in close proximity to the harbor wharves and affords splendid connections with steamships plying to the four corners of the globe.

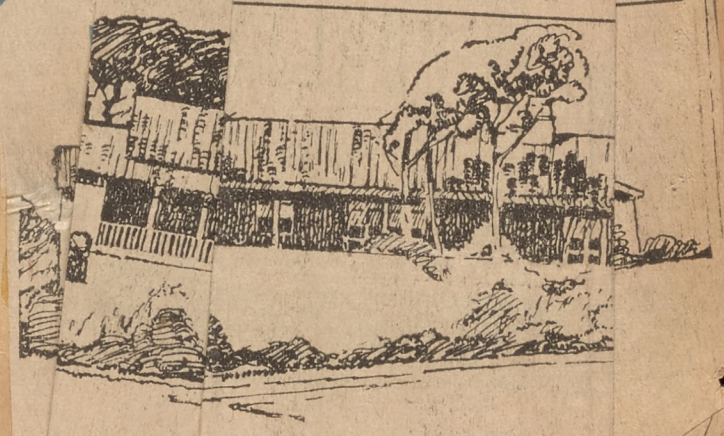
A large portion of the cement requirements of Los Angeles and Southern California, it is said, are imported from foreign markets, principally from Antwery and Scandinavian ports. This results in a haul by rail and water of many thousands of miles and in many instances increased prices.

A cement plant of considerable magnitude is badly needed in the harbor district, a shipping authority said yesterday when notified of the plan to erect the new plant. It was pointed out that besides furnishing the Pacific Southwest with a big percentage of the commodity a big business over waterborne routes could be developed.

It is understood that a number of prominent Los Angeles capitalists are behind the harbor shipping officials in the plan to build the cement plant.

LOS ANGELES, CAL., EXAMINER
APRIL 26, 1925

FLAWED RESIDENCES



patio of the Olmsted home at Pa lo

BECAUSE it is the first home to be built directly upon the bluffs at Palos Verdes, unusual interest attaches to the home of Frederick Law Olmsted, now under construction at Malaga Cove. The house was designed by architects Myron Hunt and H. C. Chambers, and is a splendid example of Spanish architecture.

Long, low a frontage of approximately 200 feet, the fullest advantage has been taken of the wonderful marine view which the house commands. Every room in the house has at least one window fronting on the sea, and the big living room has a view looking both west and north up the coast toward Redondo.

The house shelters a large walled in garden in the rear, and long porches open on the garden. A large glass enclosed porch and

GLENDALE, CAL., NEWS—2
APRIL 24, 1925

TRIP REVEALS ROMANCE OF SEA LIFE

Chattering Chinese Make Up Crew Of Ship Starting Tour Of World

Lon J. Haddock, prominent realtor and subdivider of Glendale, and noted for his stirring after-dinner addresses, is now touring the world. He will prepare a series of travelogues for The Glendale Evening News, covering the many places and nations he will visit. The following is the first of the travelogue series.

By LON J. HADDOCK
Written for The Evening News.

Five days before the Ides of March, or to be exact early forenoon of March 10 found us whirring our way amid the eucalypti of Long Beach boulevard on our way to Los Angeles harbor where the President Monroe, of the Dollar Line, lay at anchor patiently awaiting the gathering of her (or should it be his—in any event it isn't a Mail boat—heaven save the mark!) children preparatory to

(Turn to page 6, col. 4)

boats withdraw, a little later the pilot goes over the side and the "President Monroe"—being shorn of these landlubber accessories—orders full steam ahead, as she squares out "on her own" for her 25,000 mile jaunt, girdling the world.

All afternoon we steamed along under the headland of Palos Verdes, where the undaunted enterprise of California men is building a modern city to cost upwards of $35,000,000 and with school sites, parks, business districts and Manor House restrictions all specifically defined and prescribed ere yet a stake is driven or a line surveyed.

Nightfall found us passing slowly up the west coast with the lights of Venice and Santa Monica blinking at us from the shore.

Thrills Unending

The day following was a day of a thousand thrills, drifting northward along the ever shifting scenery of America's "gold coast." Here a long stretch of sandy beach shining like a great band of amber night envelops the whole, through an occasional declivity in the hill one can see where the white lights of the city blazon the course of various streets. Lights of green and yellow and blue twinkle us from mast and hull of the multitudinous water-craft in the harbor and finally rising full-bed out of the sea, the moon like a great white goddess, takes her course slowly up the heavens, lighting up harbor and headland with a sheen of burnished silver.

A quiet bump and a few hoarse commands to "make fast" and we go ashore for a three days' sojourn in the Golden City.

Saturday, March 14, amid a deluge of serpentine and with the strains of the San Francisco fire department band, informing us that the "Gang's All Here," the President Monroe puts his, her, or its nose out toward the sea and we are at last fairly launched on our long pursuit of the sun. We are now five days out from San Francisco and shall mail this from Honolulu where we arrive—God willing—next Saturday.

Just one word more—the lady from Amarillo, Texas, who sits opposite me at the table has volunteered the information (entirely unsolicited) that she paid fifty dollars for her "permanent wave" just before leaving Los Angeles.

I believe I am going to like it.

LONG BEACH, CAL.,
PRESS-TELEGRAM—16
APRIL 26, 1925

AWARD GIVEN FOR HOME IN PALOS VERDES

The art jury of the Palos Verdes estates has recently awarded Kirkland Cutter, Long Beach architect, first place for the design of a home built in the Palos Verdes tract during 1924.

The home was one erected by A. E. Cameron in the Montemalaga district. Mr. Cutter, who a year ago came here from the Northwest and who is nationally famous for some of his buildings, has been prominently identified with the Palos Verdes projects in the designing of community centers there.

The Cameron home was declared by Myron Hunt, noted Los Angeles architect and member of the art jury, to be one of the best California examples of Spanish architecture.

HOLLYWOOD, CAL.,
CITIZEN—17
APRIL 29, 1925

FERGUSON TELLS AIMS OF LEGION

Organization Declared Most Representative In United States

Harold Ferguson, past Commander of Hollywood Post No. 43, of the American Legion reviewed the purposes and aims of the legion as expressed in the preamble of the American Legion constitution before the Hollywood Business Men's Club at a dinner in the Masonic Temple last night. It was "Legion Night" at the club with Captain Taylor E. Duncan presiding.

"As an organization the American Legion is the most representative in the entire United States," said Mr. Ferguson. It is made up of the masses, the educated and illiterates, the rich and the poor with every type in between the two extremes. We are an organization, not of war, but of peace.

"A civic body for the furthering of high ideals. We stand first of all for God and country, it is our classes and masses, to promote peace and to further the cause of justice, freedom and democracy.

Has Financial Standing

"Sound business principles are the foundation of the local chapter of the American Legion," he declared. Remember in the years to come that you business men will never be called upon to contribute to the support of the Legion. A sinking fund taken from the proceeds of the stadium will furnish

LOS ANGELES, CAL.,
Municipal Employee
May, 1925

SAN PEDRO, CAL., PILOT 18
MAY 1, 1925

THE MARKET FOR HOMES

ESPITE the fact that building activities for the first three and one-half months of this year is about nine percent er than the corresponding period of last year for Southern fornia, the construction of residential property has gone vard with the least percentage of loss, is shown in figures n out by the secretary of the Associated Contractors.

The demand for dwellings ranging from five to seven ms each has been extremely good for the last two months. there has been a marked increase in the market for homes ing in excess of $15,000, according to some of the largest ders throughout the southern territory.

Wage earners continue to erect small homes as fast as are able to finance them. In spite of this fact the number of dwellings erected during the past two years has not a tendency to create a downward trend in rents.

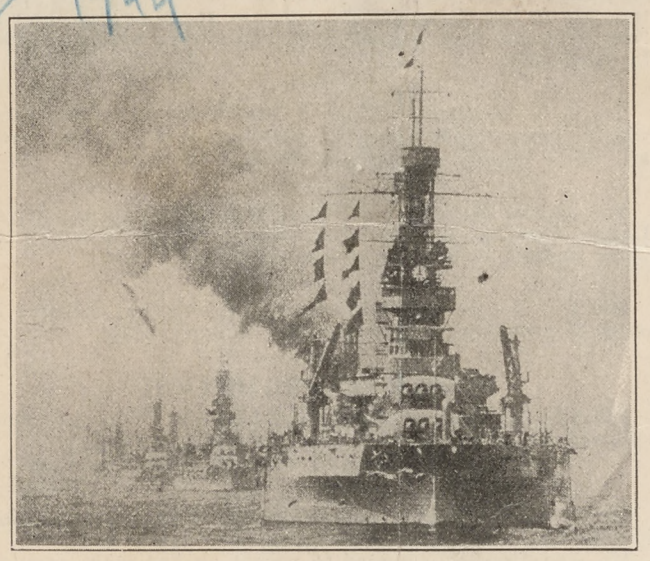
'Own-your-own' is a common slogan of many of the ll cities in Southern California, and to a great extent these ll cities are being peopled with just that class of residents we find where these conditions exist, that the town tinues to grow at a steady pace.

Statistics compiled recently by the All Year Club of thern California show that every tenth person in Los geles County purchases a piece of property each year and t every fourth person gainfully occupied purchases a piece real estate each year. From 1914 to 1918 the greatest nber of real estate sales were made during the winter nths, but beginning with 1918 and continuing to early in 24 the summer months recorded the greatest number of lty transactions. The winter of 1924-1925 showed a rked increase over the ratio of sales for the previous sum- r months.

That an increase in the trend for sales last winter is an dication of a steady forward movement in home construc- n during the present year, seems a forgone conclusion.

These conditions which seem to be general throughout e Southland are reflected here at San Pedro, with a ght difference due to local conditions. Heretofore home ilding here, perhaps more than other California cities, has en largely confined to wage earners. But with the develop- ment of Miraleste, Vista Del Oro and choice residence sec- ions, has come and will come at an increasing rate with a demand from eastern people who have dreamed of California homes and find their ideal on the rolling hills of the eastern slope of the Palos Verdes Hills. A considerable market for such homes is fast developing which will grow steadily fo years to come.

THE AMERICAN ARMADA



Leaving San Pedro April 3, 1925

From the Palos Verdes Hills up to the Malibu,
Thousands from the city went to see the great review
That started from Point Firmin to reach the Golden Gate,
The next stop of our great fleet, five hundred miles up state.
Mine sweepers they paraded beside the great dreadnaught,
These ships we can depend on, our battles they have fought.
With more than five score vessels seen from San Pedro's bay
The sight was more than thrilling; it was a gala day,
And as the ships went westward, to clear the rugged shore
We watched with admiration until our eyes grew sore.
Across the broad Pacific our splendid fleet will go
And there receive a welcome from those away below.
They're sports down in Australia, and they'll reach out their hand
To those who make a visit, to that much favored land.
Then over to New Zealand, it will be Aukland's treat
To give them a reception that will be hard to beat.
Then back to home and country, to sisters and to wives,
Bettered by their journey; best trip in all their lives.
Uncle Sam, he has the goods, the sailors know it well,
The stars and stripes are guarded, these boys will fight through hell.

J. J. COCHRANE.

BURBANK, CAL., REVIEW—132
APRIL 27, 1925

New Cement Plant Has Vast Resources

Los Angeles, Apr. 27—Plans are said to be nearly complete for the erection of a cement plant, costing $750,000 to $1,000,000 in the Palos Verdes hills, half a mile west of Los Angeles Harbor. The announcement was made yesterday by L. C. Mott, vice-president of the Western Metal company, who said financing now being worked out would call for a $1,500,000 corporation.

Mr. Mott said he has a ten-year lease with option to purchase, on fifty acres, on which 2,400,000 tons of marl, the raw material from which concrete is made, laid bare for immediate use.

On the site he proposses to erect a mill with a capacity of 2000 to 2500 barrels daily, which he says can be marketed readily in southern California, at prices which would supplant almost an equal amount being shipped into the harbor from Europe. Phosphate rock from which fertilizer can be made, and other minerals utilizable in mixed mortars, also are said to be on the ground.

SAN PEDRO, CAL., PILOT 18
APRIL 25, 1925

REVIVE PLANS FOR CANAL AT BIXBY SLOUGH

Mass Meeting Called at the Harbor City Auditorium

Citizens of Harbor City, Gardena, Torarnce and the western part of Wilmington have been called together in a big mass meeting on Saturday, May 2, to consider the extension of the harbor up through Bixby Slough for a distance of nearly three miles. The meeting will be held in the school auditorium in Harbor City.

The plan of extending the harbor further up into the inland has long been considered. The coming meeting is however, the most concrete evidence of interest

LOS ANGELES, CAL., EXAMINER
MAY 3, 1925

POLO TEAM AT PALOS VERDES

Horseback riding and polo have been added to the list of outdoor sports at Palos Verdes. O. C. Clasby, formerly of Hollywood, has recently moved his string of twenty fine riding horses to the Valmonte district, and contemplates the erection of permanent quarters on lots facing the eastern end of the Palos Verdes golf course.

Mr. Clasby declares that Palos Verdes offers the finest opportunity for the horseman that he has found anywhere near Los Angeles.

It is possible to ride over a great portion of the entire 16,000 acres that comprise the entire Palos Verdes Rancho, and the views of the ocean and toward Los Angeles and the mountains which the trails over the hills command are not to be equaled anywhere else.

The macadam surface of the roads through the estates are ideal likewise from the horseman's standpoint.

With Clasby's help, officials of the Palos Verdes Estates last week selected ground for a polo field, which was surveyed last week and which will be ready for play within the next two weeks. The site selected is high on the summit of the hills south of Valmonte.

It lies in a natural stadium, with room for spectators to sit in their cars on higher ground around the field and watch the game.

The elevation of the field is almost one thousand feet and commands a magnificent view toward Los Angeles and the Hollywood Hills. A number of polo enthusiasts have already been recruited and it is planned to soon have a polo team ready to compete with players from Beverly and elsewhere.

A series of bridle paths through the estates are likewise planned for construction in the near future, and Olmsted Brothers are already at work on the survey for them.

LOS ANGELES, CAL., EXAMINER
MAY 3, 1925

WESTERN AVE. OPEN TO SEA

Work of surfacing Western avenue through the Palos Verdes hills was finally completed last week. Travel has been passing through Western for some time, but last week saw the completion of the last bit of surfacing.

It is now possible to drive all the way from Lomita through Miraleste and down to Ninth street in San Pedro over smoothly surfaced highways of gravel.

Permanent paving will not be possible until the fills have settled, but the present road is in excellent condition for travel.

LOS ANGELES, CAL.
SOUTHWEST TOPICS—333
MAY 7, 1925

WESTERN AVENUE OPENED TO COAST

Work of resurfacing Western avenue through the Palos Verdes hills was finally completed last week. Travel has been passing through Western some time, but last week saw the completion of the last bit of surfacing.

It is now possible to drive all the way from Lomita through Miraleste and down to Ninth street in San Pedro over smoothly surfaced highways of gravel.

Permanent paving will not be possible until the fills have settled, but the present road is in excellent condition for travel.

ATASCADERO, CAL., NEWS
May 8, 1925

Palos Verdes

Last Sunday Mrs. Lewis and I, while in Los Angeles, drove over Palos Verdes with Mr. and Mrs. Compton of San Francisco. It was quite pleasing to see how this great project has already taken shape and form, with many beautiful homes already completed, a fine business block already built by Mr. Gardner, one of the original salesmen on the underwriting, tens of miles of fine boulevards, the wonderfully fine golf links and club house and the ornamental plantings. One of these days in the near future Palos Verdes will be the finest thing in all Greater Los Angeles.

ATASCADERO, CAL., NEWS
May 15, 1925

"To the Holders of Palos Verdes Personal Loans to E. G. Lewis":

The undersigned, together with other local holders of secured claims against Mr. E. G. Lewis, have followed closely the reports of the progress of the bankruptcy proceedings, and have noted particularly the status given to our claims.

We are not quite satisfied to accept the statement that the promised bonuses are illegal, without a more thorough investigation. As our claims are not promissory notes, but are contracts payable only upon certain conditions, the matter of bonus is at least open to consideration.

And we have been wondering whether it would not be the part of wisdom for the holders of the so-called "personal loans" as a body, to employ legal counsel to represent us and present whatever claims we have. It might even be advisable to present as a test case a claim for the bonus on a selected subscription for the purpose of securing the decision of the court as to just what our rights are in the circumstances, instead of leaving the matter solely to the opinion of counsel.

If you think this would be the best thing to do, and will join in a concerted action along this line, please communicate with us and offer any suggestion which you think would be of benefit. We will be glad to act in accordance with whatever seems to be the opinion of the majority, without remuneration to ourselves, and will communicate with all who reply to this letter, outlining whatever plan seems to be in favor.

For convenience at the present time, address communications to W. H. Kendig, 814 Union Bank Bldg., Los Angeles, Calif.

W. J. NIEDERER — C. E. WEBB
W. H. KENDIG — NORMAN R. BRITTLE

LOS ANGELES, CAL., WEST JEFFERSON PRESS—351
MAY 8, 1925

WESTERN AVE. OPEN TO SEA

Western avenue is now open to the sea! Work of surfacing the boulevard through the Palos Verdes hills was finally completed last week. Travel has been passing through Western for some time, but only last week saw the completion of the last bit of surfacing.

It is is now possible to drive all the way from Lomita through Miraleste and down to Ninth street in San Pedro over smoothly surfaced highways of gravel. Permanent paving will not be possible until the fills have settled but the present road is in excellent condition for travel.

OS ANGELES, CAL., EXAMINER
MAY 3, 1925

Palos Verdes Exhibit Interests New Yorkers

THE NEW YORK AMERICAN'S announcement of the opening of the great International Architectural and Allied Arts Exhibition featured the exhibit of the Palos Verdes Estates under the following heading:

"California shown at its best in the arts exhibition. Palos Verdes development interests New Yorkers at the Grand Central Palace."

The article follows:

"What is heralded as the most complete exhibition of architectural works and of the building trades ever attempted under one roof will open tomorrow at 1:30 p. m. in the Grand Central Palace and will continue for two weeks. It will be known as the Architectural and Allied Arts Exhibition. Exhibits from all parts of America and Europe.

"Among the exhibits from this country none will present a more powerful appeal to New Yorkers than the display prepared by Olmsted Brothers of Brookline, Mass., dealing with every phase of the development work of the Palos Verdes Estates in Southern California.

"Although Olmsted Brothers have been represented in many other exhibits of this type in the last few years, their Palos Verdes display is the largest and most elaborate of the sort they have ever attempted. Frederick Law Olmsted has given the matter his personal attention.

"The Pales Verdes exhibit not only includes extensive layout maps which show every detail of the development of streets and parks, but it has many photographs of residences already erected in Palos Verdes which have been approved by the Palos Verdes Art Jury. Some of the best examples of Spanish architecture to be found in Southern California are included in these dwellings, and they form an interesting contribution to the exposition.

"By their means New Yorkers and others from Eastern states who are interested in the great future development of the wonderful section of Southern California will have first hand information regarding the methods of development and the latest and most approved types of architecture that are being used in the land of orange blossoms.

"Among other exhibits at the exposition that will attract much attention are: The exhibit of Small Homes Bureau, which will present over a linear mile of plans for small houses, together with models. These small houses have been developed along old English cottage and old Colonial lines, and are unequalled for their simplicity and charm.

SAN PEDRO, CAL., PILOT 18
MAY 5, 1925

Western Avenue Closed Between S. P. and Lomita

Western avenue, between Miraleste and Lomita has been closed while the County Road Department is installing a crushed rock and asphalt surface. A. M. Ferguson, salesmanager in San Pedro for the Palos Verdes Estates has been informed that the new scenic drive will probably be reopened within a month.

At present the section of the avenue from Ninth street in this city to Miraleste is open. Later it will be closed while surfacing is placed.

Cafe Investor
LOS ANGELES, CAL.,
MAY 5, 1925

Plans are sai dto be nearly complete for the erection of a cement plant, costing $750,000 to $1,000,000 in the Palos Verdes Hills, half a mile west of Los Angeles Harbor. Cheap oil or gas fuel, and easily accessible transportation by rail or water are said to solve the plant's most difficult problems.

SAN PEDRO, CAL., PILOT 18
MAY 7, 1925

Riding Academy Opened on Palos Verdes Estates

Opening of a new riding academy on the Palos Verdes Estates in the Valmonte district was announced today by A. M. Ferguson, San Pedro salesmanager for the Palos Verdes organization. The academy is to be run in connection with the activities of the golf club.

W. J. Clasby is in charge of the stable of fine horses which have been provided for followers of equestrian sports. Many of the animals are from the finest stock in the famous Beverly Hills stables.

The big white charger used by Ricardo Cortez in the recent picture production, "The Spaniard," is among the steeds that are on hand for horsemen to use over the rolling hills. Manager Ferguson announces that an extensive system of bridal paths are soon to be in operation on the estates.

An important feature of the new developments of the riding academy are plans for a polo field. The addition is soon to be added near the clubhouse of the Palos Verdes Golf Club.

Among the several residents of San Pedro who are already patronizing the ridin gacademy are Mr. and Mrs. Tracy Gaffey.

LOS ANGELES, CAL., EXAMINER
MAY 10, 1925

Home at Palos Verdes Estates

HOUSE just completed at Palos Verdes Estates for the Chambers Investment Company from plans prepared by Architect C. E. Howard.

AN attractive five-room stucco house on Via Ramon at Palos Verdes Estates has just been completed by the Chambers Investment Company from plans prepared by Architect C. E. Howard.

A lot 105 feet in width permitted a design rather unusual in the small house type, but one which won much approval from

LOS ANGELES, CAL. PRESS
MAY 15, 1925

WESTERN AVENUE OPEN TO SEA

Work of surfacing Western Avenue through Palos Verdes hills was finally completed last week. Travel has been passing through Western for some time, but last week saw the completion of the last bit of surfacing.

It is now possible to drive all the way from Lomita through Miraleste and down to Ninth street in San Pedro over smoothly surfaced highways of gravel.

Permanent paving will not be possible until the fills have settled, but the present road is in excellent condition for travel.

Los Angeles Cal
Times
May 10 1925

NEW UNIT FOR PALOS VERDES

General Scheme to Call for Four New Townsites

Rich Men's Seaside Colony Plan of Promoters

Highway Will be Built Into Tract Near San Pedro

It virtually has been decided to take the next step in the development of the vast Palos Verdes project by improvement of the south side of the promontory between Redondo Beach and San Pedro. The plans call for subdivision into large estates designed to be purchased by wealthy men as a seaside residential colony unlike anything found this side of Montecito.

This was made known yesterday by H. E. Benedict, New York manager for Frank A. Vanderlip, who is most heavily interested in the Palos Verdes Syndicate. Mr. Benedict, who is at the Ambassador, is here conferring with Jay Lawyer, local manager for the syndicate, regarding the details of the plan.

The first step, which probably will be under way in a few weeks, will be construction of a highway eight miles long, connecting the highway system of the Palos Verdes Estates, the already improved section of the project, with San Pedro. This road, to be known as the Gran Via la Costa, will follow the line of the main State highway, along the general route of what is now a country road. It will skirt the coast on the southerly side of that bulge in the mainland comprising the Palos Verdes district, past a sandy beach and through the Portuguese Bend district where Mr. Vanderlip now has a summer home. This is considered unusually choice property suitable for division into good-sized country estates and many Eastern millionaires are expected to come in and build houses running as high as $100,000 each.

The ranch purchased by Mr. Vanderlip and his associates in 1913 contains 16,000 acres. The Palos Verdes Estates, already developed, is composed of 3200 acres lying along the westerly coastline, and this has been subdivided into relatively small somesites with several townsites. The eight miles of road now in project will complete the seacoast roadway from Redondo to San Pedro, and open for subdivision the balance of the coastline. The general plans for the remaining undeveloped territory call for the creation of four main townsites.

LOS ANGELES, CAL., RECORD
MAY 13, 1925

SUBDIVISION into large estates, presumably designed for purchase by wealthy men, is planned for the vast Palos Verdes project. The development work will be accomplished on the south side of the promontory between Redondo Beach and San Pedro.

SAN PEDRO, CAL., PILOT
MAY 13, 1925

WILL CONNECT WITH WESTERN AVENUE HERE

Palos Verdes Syndicate to Open New Tract in Near Future

A report that the Palos Verdes Syndicate is to open a new tract at Portuguese Bend and sell large country estates to wealthy men of the east along the lines of the Montecito colony at Santa Barbara was confirmed by The Daily Pilot today in an interview with Jay Lawyer, manager of the syndicate.

"However, it will take some time to work out these plans," said Mr. Lawyer. "The first work to be done will be to build a road around to Redondo from San Pedro on the south side of our property. Work on this road will be begun at once and we hope to have it completed before the winter rains.

"San Pedro folks should not confuse this road, however, with the coast highway to be known as the Paso del Mar, which will connect with the end of Pacific avenue. We cannot start this coast line road through our property until the county gets a right of way through the Sepulveda property which has not yet been secured. It will be up to San Pedro to provide this right of way.

"The road we propose to build is known as Gran Via la Costa and will connect with Western avenue through Miralesta. This road will go down the hill from Redondo and will be built to connect up with the road proposed by the Palos Verdes syndicate, completing a shoreline highway all the way from Redondo to San Pedro.

H. E. Benedict, New York manager for Vanderlip, is at present in Los Angeles conferring with Jay Lawyer, general manager of the Palos Verdes projects.

The first country estate to be built at Portuguese Bend will be that of Vanderlip himself. Plans were made last year for a $200,000 home for Vanderlip but on account of his long illness the building was deferred. It is understood that as soon as his strength will permit Vanderlip will come to California and build his home on the point overlooking Portuguese Bend.

REDONDO BEACH, CAL., BREEZE—10c
MAY 13, 1925

IMPROVEMENT OF SOUTH SIDE PROMONTORY

Plan Seaside Residential Colony in Palos Verdes Tract

A subdivision of large estates for wealthy men is the the next step in Palos Verdes improvement, according to H. E. Benedict, manager for Frank A. Vanderlip, who is in Los Angeles conferring with Jay Lawyer, local manager.

He says that the first step will be the construction of a highway connecting the Palos Verdes

SAN PEDRO, CAL., PILOT
APRIL 23, 1925

RED MEN HOSTS TO BIG CHIEF LAST NIGHT

Tribe Adopts Resolution Condemning Change in P. O. Name

A large crowd of Red Men greeted Henry Trueb, great sachem of the great council of California, Improved Order of Red Men, last night at the regular meeting of Sequoia Tribe, when members of Mojave Tribe conferred the chief's degree.

Mr. Trueb, who has already visited thirty-six lodges in the state, told of the substantial growth of the order and emphasized with pride the work being done by Red Men in taking care of 133 orphans in this reservation. He departed today, accompanied by Martin L. Haynes, great trustee, to visit lodges in San Diego and the Imperial Valley.

Mr. and Mrs. Trueb were entertained yesterday afternoon by members of Sequoia Tribe, when an automobile trip up in the Palos Verdes hills, inspection of the new

POMONA, CAL., BULLETIN—15
MAY 17, 1925

To Palo Verdes Estates

The road along the ocean from Clifton-by-the-Sea through Palo Verdes Estates to Point Fermin is open and in fair condition. For the first 11 miles after leaving Clifton-by-the-Sea the motorist will find graveled road with the next two miles very rough and sandy. The remaining nine miles to Point Fermin is somewhat rough, narrow and cut up, but all easily passable. This trip makes a very interesting and scenic Sunday drive, although it is rather disagreeable when wet. The return from Point Fermin is made into San Pedro, then over a choice of several paved routes back to Los Angeles.

LONG BEACH, CAL., PRESS-TELEGRAM—10
MAY 18, 1925

New Road Plan to Join San P With Redondo Be

And It chi th pu

Construction of the highwa around the Palos Verdes estate connecting San Pedro and Redondo Beach is to begin within sixty days. Word to this effect has been received from H. E. Benedict, New York manager of Frank A. Vanderlip, principal owner of the Palos Verdes syndicate.

The road will begin just west of San Pedro, where the present road ends at the southern border of the estates development at Lunada Bay and will follow around the coast for a distance of eight miles. It will connect with the Granvia Miraleste in the Miraleste townsite of the Palos Verdes estates.

LOS ANGELES, CAL., EXAMINER
MAY 17, 1925

NEW HIGHWAY, REDONDO TO SAN PEDRO

Boulevard to Be Constructed at Once Along Miles of Ocean Frontage at Palos Verdes

COAST HIGHWAY LINK

Plans Are Announced for Group of Large Estates in the Vicinity of Portuguese Bend

SAN PEDRO and Redondo are at last to be connected with a good road along the beautiful Palos Verdes coast. Construction of this long-desired highway will commence within the next sixty days, according to an announcement last week by H. E. Benedict, New York manager for Frank A. Vanderlip, one of the chief owners of the Palos Verdes Syndicate.

F. A. Vanderlip

The new road will be approximately eight miles in length, and will commence at the end of the present improved road at the southern border of the Palos Verdes Estates development at Lunada Bay and follow the coast and connect with the Granvia Miraleste in the Miraleste townsite of the Palos Verdes Estates.

"Whatever is done on the property of the Palos Verdes Syndicate will be in complete harmony with the original plans of Olmsted Brothers for the development of the entire rancho," said Mr. Benedict last week at the headquarters of the Palos Verdes Estates.

"The new road will follow the lines laid out in their original plans, and their ideas will be followed in the subdivision of the property.

LARGE ESTATES

"Their plans provided for the division of the property in the Portugese Bend district into large estates, and this will ultimately be carried out. I think it very probable that Mr. Vanderlip will this fall commence work on the splendid home that he has long planned to erect in the Portugese Bend district.

"I am delighted with the progress that has been made in the development of the Palos Verdes Estates. To me it represents one of the finest pieces of work that the Olmsted Brothers have ever accomplished, and I am familiar with much of the fine work that they have done in New York on the Hudson River and elsewhere.

"The Palos Verdes golf course I regard as one of the most interesting courses in the country. To me it is the equal as a sporty course of the Sleepy Hollow or the Engineers' Club near New York, and the marine view which it commands is certainly as fine as the Hudson outlook, which has made the Sleepy Hollow course famous. I heard much of the Palos Verdes course before I left New York, and found it everything I expected."

LONG BEACH, CAL.,
PRESS-TELEGRAM—10
MAY 17, 1925

PALOS VERDES OFFERS PICT

SOUTHERN CALIFORNIA has rightfully been called "the motorists' paradise," and is noted throughout the country for its innumerable beautiful drives and picturesque highways. In fact there are so many attractive trips that it is oftimes difficult to determine a preference.

However, there is one trip which should not be overlooked by Long Beach motorists. It is not a lengthy journey, neither is it a distant one. That is the drive over the 16,000-acre Palos Verdes Estates, located on the high mesa lying between San Pedro and Redondo.

Just twenty-five minutes' drive from Long Beach to Palos Verdes Golf Clubhouse, this is a trip well worth the time of every motorist. Endowed with a natural beauty such as no artist except Mother Nature could create, plus thousands and thousands of dollars in extensive improvements installed by the backers of the project, the journey is one endless picture of beauty from the time you enter the estates at Walteria until you leave at Puerta Del Norte.

Headed by C. A. Goade, Vice President of the Central Garage, Inc., local Oakland car dealers at Tenth Street and California Avenue, a party of local motorists made the trip last week in an Oakland coach. Although not a strenuous drive there are many stretches of roadway which offer an excellent opportunity for a convincing automobile demonstration. However, none of the grades were too much for the Oakland coach, notwithstanding it contained five passengers and had been driven less than 1000 miles. It was not necessary to shift gears once during the entire trip from one end of the estates to the other, according to Goade.

The pictures shown above are typical of the scores of beautiful scenes which the journey presents. In fact Palos Verdes is rapidly becoming a mecca for marine, landscape and scenic artists. Jack Welch, prominent Los Angeles artist, who made the above sketch while accompanying the Oakland party last week, is a frequent visitor to the estates. He declares there is an unlimited supply of artistic settings to be found there and has a scrapbook of more than 100 sketches which he has made there from time to time. The sketch above shows a portion of the picturesque courtyard of La Venta Inn.

OAKLAND COACH INVADES ESTATE.

No. 1—One of the Many Winding Driveways Throughout the Estates. No. 2—A Picturesque Marine Setting Among the Rocks at the Bottom of the Palos Verdes Cliffs. No. 3—Puerta Del Norte, the Northern Entrance to Palos Verdes Estates From Redondo, Showing the Multicolored Flower Beds and Special Landscaping. No. 4—A Typical Scene Along One of the Grassy Fairways of the 18-Hole Palos Verdes Golf Course. No. 5—Looking North Along the Palos Verdes Coastline From Malga Cove Toward Redondo. The Center Picture Shows the Latest Model Oakland Six Coach Which Carried a Party of Local Motorists to Palos Verdes Last Week. The Sketch Is a Reproduction of a Bit of Charming Landscaping in the Courtyard at La Venta Inn.

LONG BEACH, CAL. SUN—28
MAY 18, 1925

WORK WILL BEGIN SOON ON PALOS VERDES HIGHWAY

San Pedro and Redondo are at last to be connected with a good road along the beautiful Palos Verdes coast. Construction of this long-desired highway will commence within the next sixty days, according to an announcement last week by H. E. Benedict, New York manager for Frank A. Vanderlip, one of the chief owners of the Palos Verdes syndicate.

The new road will be approximately eight miles in length, and will commence at the end of the present improved road at the southern border of the Palos Verdes estates development at Lunada Bay and follow the coast and connect with the Granvia Miraleste in the Miraleste townsite of the Palos Verdes estates.

Los Angeles, Cal.
TIMES
MAY 19- 1925

IMPROVEMENT LIENS AWARDED

Active Bidding Develops for Municipal Bonds

Sacramento Bank Buyer of Palos Verdes Block

New York Group Purchases Bonita Issue

Four bond issues totaling $1,425,000 for municipal and school district improvements were sold yesterday in Los Angeles and San Diego counties, to investment banking firms throughout the United States.

The Capital National Bank of Sacramento was awarded the $85,000 Palos Verdes School District 5 per cent bonds on a premium bid of $5013. Other bidders for this issue were: R. H. Moulton & Co., $4037; Anglo London Paris Company, $3782; Bank of Italy, $3748; R. E. Campbell & Co., $3431.30; Dean, Witter & Co., $3305.16; William R. Staats Company, $3033; Citizens' National Company, $3025, and Banks, Huntley & Co., $2677.38.

The $450,000 issue of San Bernardino County Courthouse 5½

LOS ANGELES, CAL.
MAY 19, 1925
Pacific Investor
Pi 1.

It is reported that construction of a new road approximately eight miles in length, connecting San Pedro and Redondo, will begin at once. The new highway will commence at the end of the present improved road at the southern border of the Palos erdes Estate development at Lunada Bay, follow the coast and connect with the Granvia Miraleste in the Miraleste townsite of the Palos Verdes Estates.

P. I.

Los Angeles, Cal., Herald 28
MAY 21, 1925

SET DATE FOR GOLF TOURNEY

June 14 has been set as the date for the pro-amateur tournament planned for the Palos Verdes Golf club, according to word from J. H. Fiske, the pro at P. V. G. C.

A prize will be offered for the low gross score, one for the low net, and a cash prize will be given the professional turning in the best individual score. About 60 players are expected to participate, each amateur being paired with a professional from his own club in a best ball twosome playing from handicap.

ATASCADERO, CAL., NEWS
May 22, 1925

Palos Verdes Non-convertible

By OSCAR L. WILLETT

In my article respecting the Palos Verdes Project, as published in the News of April 3rd, I set forth my opinion of the present value of the Palos Verdes Non-Convertible Notes. It seems, however, that there are a great many subscribers to this underwriting who have not been able to keep up their subscriptions, and the Bank of America insists that what you have paid in must be forfeited unless the additional payments are made.

Also, in view of the fact that there is no definite due date for these Non-convertible Notes, even when issued, and no definite minimum sum to be repaid to the subscribers, and no department or other machinery for the resale of the notes, it is not possible for the holders of these notes to convert them into cash, or even an amount equal to what they have paid in. I believe that the Non-convertible Notes are worth more than twice their par value to any one who would hold them until they are paid, which will probably be about seven years. The creditors, however, very correctly feel that real estate in Atascadero, taken over at its present value, should show an increase before the end of seven years greater than any possible increase in the value of the Palos Verdes Non-convertible Notes. Also, a number of these subscribers are facing a loss of the amount that they have paid because of their inability to keep up their subscriptions.

I can see no good reason why any one should be obliged to lose on these subscriptions or notes, and for that reason we are offering to accept on the Enlarged Plan, as published in the News of March 27th, Palos Verdes Non-convertible Notes and credits on underwriting subscriptions for the full amount paid by the subscriber.

For example: Suppose you have subscribed for $1000 of these Non-convertible Notes, and were promised that $100 of that amount would be paid by Mr. Lewis: Suppose, also, that you had actually paid in to the Bank of America in cash $300 on the principal and $50 interest. In that case we will allow you $350 under the Enlarged Plan for an assignment of your underwriting subscription. No allowance can be made for the $100 promised to be paid by Mr. Lewis, as this can never be paid because of the bankruptcy proceeding.

If you have paid up your subscription in full and received your N convertible Notes, we will make you an allowance for the note total amount that you have paid, on both principal and nd interest at 7% on the note from the time it was issued. mple: Suppose that you hold a $1000 Non-convertible ich you paid $1000 on account of principal, and $75 on nterest. We will allow you for that note, under the an, a total of $1075, and interest at 7%. You will

NEW
MAY 30, 1925

Big New Beach Tract Open For Preview Sales

J. D. Millar Announces Opening of Hermosa Crest This Week

With Southern California prosperity sharply on the upward turn, beach cities all along the ocean front have prospects of a summer that will break all vacation time records, early summer crowds in every community indicate.

The optimistic reports of local real estate brokers is reflected also in reports from other harbor district and Santa Monica Bay sections, according to a survey of conditions in all of the beach cities.

Outstanding among the real estate deals of the last month was the purchase of Hermosa Crest in Hermosa Beach, residential subdivision overlooking the South Bay and Palos Verdes estates.

As a result of the new activity in Hermosa Beach J. D. Millar Realty Company has purchased Hermosa Crest from Crenshaw & Smails for $150,000 and today starts an active development and sales campaign.

The J. D. Millar Realty Company, already widely known in beach communities on account of other extensive real estate activities, has named Tom Nolan, former Long Beach real estate operator, sales-manager of the property.

Ornamental lights, paved streets, sidewalks, curbs and all utilities have been installed on the new property overlooking the five South Bay communities, and the opening of the preview sale this week will

LONG BEACH, CAL.,
PRESS-TELEGRAM—10
MAY 31, 1925

TRAFFIC, ZONING HEAD CIVIC PROBLEMS

County and State Parks Are Fast Developing Outside of California

DELEGATE REPORTS ON PLAN MEETING

Segregation of Classes of Vehicles by Streets Aids Congestion.

Traffic and zoning are the two foremost planning problems before the cities of this country. The small cities are growing faster than the large cities. Regional plans for whole States as well as counties and metropolitan districts are being seriously pushed in a number of important parts of this country. County parks and State parks are being fast acquired everywhere except in California.

These are the high lights brought back by Charles H. Cheney, Secretary of the California Conference on City Planning and former Long Beach resident, from the First International Town, City and Regional Planning Conference held in this country at New York, who has just returned to Los Angeles.

George B. Ford, President of the National Conference on City Planning, said that Chicago was the only large American city that was "paying attention to its silhouette." He reported 350 cities with city plans in operation last year, an increase of 100 over 1923. He particularly mentioned the recently adopted Major Traffic Street Plan of Los Angeles and the plans for the great Palos Verdes project near Los Angeles as among the distinctive planning accomplishments of the year.

Industries to Scatter.

A population of 200,000,000 in this country will demand a 35 per cent decrease in consumption and a 35 per cent increase in production, according to Ernest P. Goodrich of the Regional Plan of New York and Its Environs. He pointed out that as population density increased, manufacturing was becoming more widely disseminated, citing as illustration the spread of the shoe industry once concentrated at Lynn, Mass., to Cincinnati, St. Louis and other large cit-

of the trip from here to Chicago. It can easily be done, according to trainmen along the line. Our train

(Continued on Page 4)

SAN PEDRO, CAL., PILOT 18
MAY 23, 1925

Local Artist Will Exhibit Paintings of Palos Verdes Hills

Evidence of the gradually increasing interest in things cultural in San Pedro is shown by the number of art exhibits held in recent months.

Beginning Monday afternoon next week, Cecil F. Boswell of Pedro will hold an exhibit of paintings and sketches comprising marines, landscapes and flowers. A number of the sketches shown were painted in the Palos Verdes hills just above San Pedro. More than two dozen pictures w shown by Mr. Boswell, w a member of the newly-f Artists' Club of San Pedro.

LOS ANGELES, CAL., EXAMINER
MAY 24, 1925

BUILDING AT PALOS VERDES

More than $100,000 in building permits will be issued in the Palos Verdes Estates during the month of May, according to an estimate just issued by Building Commissioner C. E. Howard.

The total will include a $15,000 residence for which plans are now being checked, two other residences, a public garage and filling station for Malaga Cove, and the new Malaga Cove school house.

Many other plans are under the consideration of the Art Jury, and June promises to continue equally active in building.

INDUSTRIAL BUILDING

Palos Verdes Road

AIRPLANE photograph by Rogers Airport showing Palos Verdes Estates. In the background is the Palos Verdes Gol

AIRPLANE pictures secured last week by the Rogers' Airport revealed in striking fashion the progress of the road work on the Palos Verdes Estates in the Malaga Cove and Valmonte section.

The skillful manner in which the scheme of the road system has been fitted to the rolling hills and sloping terraces was also graphically revealed by the views taken from the air.

A gravelled surfacing of excellent quality has already been placed on all of the main roads in the Malaga Cove district.

In Malaga Cove Plaza permanent paving will be laid within a very short time, and its placing is scheduled to follow immediat upon the completion of the laying of underground conduits for public utilities.

Wide interest was aroused by the announcement last week of the early construction of the remaining road link through the Palos Verdes, between Lunada Bay and San Pedro, by the Palos Verdes Syndicate, headed by Frank Vanderlip.

The new road will form the connecting link along the shore that has long been desired by motorists and will unquestionably prove one of the most attractive motor trips in Los Angeles County.

LONG BEACH, CAL.,
PRESS-TELEGRAM—10
MAY 17, 1925

PALOS VERDES OFFERS PICT

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LONG BEACH, CAL. SUN—10
MAY 18, 1925

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Los Angeles, Cal.
TIMES
MAY 19- 1925

IMPROVEMENT LIENS AWARDED

Active Bidding Develops for Municipal Bonds

Sacramento Bank Buyer of Palos Verdes Block

New York Group Purchases Bonita Issue

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The Capital National Bank of Sacramento was awarded the $85,000 Palos Verdes School District 5 per cent bonds on a premium bid of $5013. Other bidders for this issue were: R. H. Moulton & Co., $4037; Anglo London Paris Company, $3782; Bank of Italy, $3748; R. E. Campbell & Co., $3431.30; Dean, Witter & Co., $3305.16; William R. Staats Company, $3033; Citizens' National Company, $3025, and Banks, Huntley & Co., $2677.38.

The $450,000 issue of San Bernardino County Courthouse 5½ per cent bonds was awarded to R. H. Moulton & Co. and Anglo California Trust Company of San Francisco on a premium bid of $15,000. Banks, Huntley & Co. and Brashears & Co. bid $14,850, and Aronson & Co., $14,000.

Rutter & Co. of New York was awarded the $390,000 San Diego City Bonita Pipe Line 5 per cent bonds on a premium bid of $40,226.80. Other bidders were: Gifford & Co. of New York, $32,121.80; National City Company, $30,065.60; Banks, Huntley & Co., $29,629.30; Bank of Italy, $29,057; First National Bank of San Diego and E. H. Rollins & Sons, $28,537; Blyth, Witter & Co., and R. H. Moulton & Co., $27,612; Drake, Riley & Thomas and Estabrook & Co., $26,286; Heller, Bruce & Co., $25,712; William R. Staats & Co., First Securities Company and Mercantile Securities Company, $23,581; California Company, Citizens' National Company and Southern Trust and Commercial Bank of San Diego, $22,753; California Securities Company, $21,606, and Continental and Commercial National Bank of Chicago, $9240.

The $500,000 San Diego City El Capitan dam 5 per cent bonds were awarded to the Anglo California Trust Company of San Francisco on a premium bid of $8808. Other bidders were Rutter & Co., New York, $8105; Banks, Huntley & Co., $7835; R. H. Moulton & Co., $7580; National City Company, $6825; Heller, Bruce & Co., $6821; First National Bank of San Diego and E. H. Rollins & Sons, $6595; California Securities Company, $6060; Drake, Riley & Thomas, Southern Trust and Commercial Bank, California Company and Citizens' National Company, $5498.75; Drake, Riley & Thomas, William R. Compton & Co. and Estabrook & Co., $5300. Freeman, Smith & Camp offered a bid of $36,116.20 for both of the San Diego issues.

LOS ANGELES, CAL.
MAY 19, 1925
Pacific Investor

Pi I.

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P. I.

ATASCADERO, CAL., NEWS
May 22, 1925

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1744

By OSCAR L. WILLETT

In my article respecting the Palos Verdes Project, as published in the News of April 3rd, I set forth my opinion of the present value of the Palos Verdes Non-Convertible Notes. It seems, however, that there are a great many subscribers to this underwriting who have not been able to keep up their subscriptions, and the Bank of America insists that what you have paid in must be forfeited unless the additional payments are made.

Also, in view of the fact that there is no definite due date for these Non-convertible Notes, even when issued, and no definite minimum sum to be repaid to the subscribers, and no department or other machinery for the resale of the notes, it is not possible for the holders of these notes to convert them into cash, or even an amount equal to what they have paid in. I believe that the Non-convertible Notes are worth more than twice their par value to any one who would hold them until they are paid, which will probably be about seven years. The creditors, however, very correctly feel that real estate in Atascadero, taken over at its present value, should show an increase before the end of seven years greater than any possible increase in the value of the Palos Verdes Non-convertible Notes. Also, a number of these subscribers are facing a loss of the amount that they have paid because of their inability to keep up their subscriptions.

I can see no good reason why any one should be obliged to lose on these subscriptions or notes, and for that reason we are offering to accept on the Enlarged Plan, as published in the News of March 27th, Palos Verdes Non-convertible Notes and credits on underwriting subscriptions for the full amount paid by the subscriber.

For example: Suppose you have subscribed for $1000 of these Non-convertible Notes, and were promised that $100 of that amount would be paid by Mr. Lewis: Suppose, also, that you had actually paid in to the Bank of America in cash $300 on the principal and $50 interest. In that case we will allow you $350 under the Enlarged Plan for an assignment of your underwriting subscription. No allowance can be made for the $100 promised to be paid by Mr. Lewis, as this can never be paid because of the bankruptcy proceeding.

If you have paid up your subscription in full and received your N convertible Notes, we will make you an allowance for the note total amount that you have paid, on both principal and nd interest at 7% on the note from the time it was issued.

mple: Suppose that you hold a $1000 Non-convertible ich you paid $1000 on account of principal, and $75 on nterest. We will allow you for that note, under the an, a total of $1075, and interest at 7%. You will

nt of yo

NEW
MAY 30, 1925

Big New Beach Tract Open For Preview Sales

1744

J. D. Millar Announces Opening of Hermosa Crest This Week

With Southern California prosperity sharply on the upward turn, beach cities all along the ocean front have prospects of a summer that will break all vacation time records, early summer crowds in every community indicate.

The optimistic reports of local real estate brokers is reflected also in reports from other harbor district and Santa Monica Bay sections, according to a survey of conditions in all of the beach cities.

Outstanding among the real estate deals of the last month was the purchase of Hermosa Crest in Hermosa Beach, residential subdivision overlooking the South Bay and Palos Verdes estates.

As a result of the new activity in Hermosa Beach J. D. Millar Realty Company has purchased Hermosa Crest from Crenshaw & Smails for $150,000 and today starts an active development and sales campaign.

The J. D. Millar Realty Company, already widely known in beach communities on account of other extensive real estate activities, has named Tom Nolan, former Long Beach real estate operator, sales-manager of the property.

Ornamental lights, paved streets, sidewalks, curbs and all utilities have been installed on the new property overlooking the five South Bay communities, and the opening of the preview sale this week will

LONG BEACH, CAL.,
PRESS-TELEGRAM—10
MAY 31, 1925

TRAFFIC, ZONING HEAD CIVIC PROBLEMS

1744

County and State Parks Are Fast Developing Outside of California

DELEGATE REPORTS ON PLAN MEETING

Segregation of Classes of Vehicles by Streets Aids Congestion.

Traffic and zoning are the two foremost planning problems before the cities of this country. The small cities are growing faster than the large cities. Regional plans for whole States as well as counties and metropolitan districts are being seriously pushed in a number of important parts of this country. County parks and State parks are being fast acquired everywhere except in California.

These are the high lights brought back by Charles H. Cheney, Secretary of the California Conference on City Planning and former Long Beach resident, from the First International Town, City and Regional Planning Conference held in this country at New York, who has just returned to Los Angeles.

George B. Ford, President of the National Conference on City Planning, said that Chicago was the only large American city that was "paying attention to its silhouette." He reported 350 cities with city plans in operation last year, an increase of 100 over 1923. He particularly mentioned the recently adopted Major Traffic Street Plan of Los Angeles and the plans for the great Palos Verdes project near Los Angeles as among the distinctive planning accomplishments of the year.

Industries to Scatter.

A population of 200,000,000 in this country will demand a 35 per cent decrease in consumption and a 35 per cent increase in production, according to Ernest P. Goodrich of the Regional Plan of New York and Its Environs. He pointed out that as population density increased, manufacturing was becoming more widely disseminated, citing as illustration the spread of the shoe industry once concentrated at Lynn, Mass., to Cincinnati, St. Louis and other large cities.

of the trip from here to Chicago. It can easily be done, according to trainmen along the line. Our train

(Continued on Page 4)

SAN PEDRO, CAL., PILOT 18
MAY 23, 1925

Local Artist Will Exhibit Paintings of Palos Verdes Hills

1744

Evidence of the gradually increasing interest in things cultural in San Pedro is shown by the number of art exhibits held in recent months.

Beginning Monday afternoo next week, Cecil F. Boswell of Pedro will hold an exhibit of paintings and sketches comprising marines, landscapes and flowers. A number of the sketches shown were painted in the Palos Verdes hills just above San Pedro. More than two dozen pictures w shown by Mr. Boswell, w a member of the newly-f Artists' Club of San Pedro.

LOS ANGELES, CAL., EXAMINER
MAY 24, 1925

BUILDING AT PALOS VERDES

1744

More than $100,000 in building permits will be issued in the Palos Verdes Estates during the month of May, according to an estimate just issued by Building Commissioner C. E. Howard.

The total will include a $15,000 residence for which plans are now being checked, two other residences, a public garage and filling station for Malaga Cove, and the new Malaga Cove school house.

Many other plans are under the consideration of the Art Jury, and June promises to continue equally active in building.

INDUSTRIAL BUILDING

Palos Verdes Road

1744

AIRPLANE photograph by Rogers Airport showing s Verdes Estates. In the background is the Palos Verdes Gol

AIRPLANE pictures secured last week by the Rogers' Airport revealed in striking fashion the progress of the road work on the Palos Verdes Estates in the Malaga Cove and Valmonte section.

The skillful manner in which the scheme of the road system has been fitted to the rolling hills and sloping terraces was also graphically revealed by the views taken from the air.

A gravelled surfacing of excellent quality has already been placed on all of the main roads in the Malaga Cove district.

In Malaga Cove Plaza permanent paving will be laid within a very short time, and its placing is scheduled to follow immediat upon the completion of the laying of underground conduits for public utilities.

Wide interest was aroused by the announcement last week of the early construction of the remaining road link through the Palos Verdes, between Lunada Bay and San Pedro, by the Palos Verdes Syndicate, headed by Frank Vanderlip.

The new road will form the connecting link along the shore that has long been desired by motorists and will unquestionably prove one of the most attractive motor trips in Los Angeles County.

MAY

TRAFFIC AND ZONING MAJOR PROBLEMS FOR PLANNERS

1247

Charles H. Cheney, Delegate to First International Regional Conference, Discusses Results

Traffic and zoning are the two foremost planning problems before the cities of this country. The small cities are growing faster than the large cities. Regional plans for whole States as well as counties and metropolitan districts are being seriously pushed in a number of important parts of this country. County parks and State parks are being fast acquired everywhere except in California.

These are the high lights brought back by Charles H. Cheney, delegate of the Los Angeles Traffic Commission to the First International Town, City and Regional Planning Conference held in this country at New York, who has just returned to Los Angeles.

Delegates from twenty-four countries and several hundred cities of the United States attended the conference and brought forward many plans and ideas of value to California cities, according to Mr. Cheney.

At the opening of the conference, Raymond Unwin of London, chief architect of the British Ministry of Health, said the purpose of the conference was not to cause cities to imitate each other in planning for the future, but to disperse information so that each would develop a distinctive plan and one best for its own needs. He warned against mediocrity in city building.

MOVEMENT WIDESPREAD

George B. Ford, president of the National Conference on City Planning, said that Chicago was the only large American city that was "paying attention to its silhouette." He said that city planning was being actively pushed in twenty-two States and that movements were under way in twenty others. He reported 350 cities with city plans in operation last year, an increase of 100 over 1923. He mentioned the recently adopted major traffic street plan of Los Angeles and the plans for the Palos Verdes project near Los An-

is to include [illegible] England, Dr. Airie Keppler, chief city planner of Amsterdam, for Holland; Mr. Heiligenthan, City Architect of Berlin, and Mr. Lillenberg, city planner of Gothenberg, Sweden. A preliminary conference with this committee was held by Mr. Cheney before leaving New York.

NAMED ON BOARD

A similar committee is also to be appointed by the American Institute of Architects. "The importance of good architecture and an attractive environment is far greater than usually recognized," he said. "A very large part of all improvements in cities is in buildings, the architecture of which is a matter of general public concern and welfare to a greater extent than commonly understood. Yet the building inspectors of Los Angeles and other large cities tell us that hardly 10 per cent of the plans submitted to them are designed by trained or even competent designers or architects. In the smaller cities and country districts the percentage is estimated as being very much smaller. It is time that definite methods of improving this situation be studied and reported."

John Nolen of Cambridge, Mass., was elected president and Edward M. Bassett of New York, vice-president of the National Conference on City Planning. Mr. Cheney retired from the board of directors of the conference after a three-year term, but was elected to the board of governors of the American City Planning Institute.

LOS ANGELES, CAL.
SOUTHERN CAL. BUSINESS
JUNE—1925

Plan City Beautiful

Redondo Beach has made a start on city beautification by the volunteer plan, says Secretary E. A. Bradbury of the Redondo Chamber of Commerce. The first move in a big program was made by 150 business, and professional men and city officials planting what is said to be the largest geranium bed in the world. The plot is located on a strip of city ground located near the City Park and the bed contains more than six thousand plants. The Chamber of Commerce, Lions Club, Rotary Club, Exchange Club and the Woman's Club are planning to beautify the City Park and many other sections of the city in the same manner. All of the flowers and shrubs are to be donated and the various organizations will enter into competition in making their plot the most beautiful. All of the labor will be done by the members of each organization.

connection over Beryl Street to intersect the Riverside-Redondo boulevard at Culler station and the other is the new [illegible] built by the Palos Verdes [illegible] Redondo around the Palos [illegible] ro.

LOS ANGELES, CAL.
PRESS-TELEGRAM—10
JUNE 4, 1925

OBSERVATIONS and VIEWPOINTS

TIMELY warning comes from the City Engineering Department, which forecasts sanitary embarrassments unless Long Beach takes decisive action with reference to its sewage system. The outfall now in use was designed for a maximum population of 150,000. The city is rapidly approaching that total, although at the present time only about 90,000 people are in the areas which are connected with sewer districts emptying into the local outfall. However, other districts rapidly are making these connections, and the day will be not long delayed when practically every street or alley will be sewered.

Two other factors must be taken into account, one of them being the urgent need for sewer facilities in the harbor and industrial districts, and the other the changed condition which will arrive when

20 BOATS ENTER SAN CLEMENTE OCEAN RACE

BY TOM STIMSON

While a large number of yachtsmen will attend the two days of sailboat racing to be held by the California Yacht Club at the local harbor this week-end, the interest of nearly all the mariners will be centered around the annual San [illegible] boat and the champion it boat.

LONG BEACH, CAL.,
PRESS-TELEGRAM—10
JUNE 4, 1925

Palos Verdes Eastern Star.

Palos Verdes O. E. S. will hold its regular bi-monthly dance Friday evening, June 5, at Odd Fellows Temple, 728 Elm Avenue. Eastern Stars, Masons, and friends cordially invited. Regular Friday afternoon card party will be held at the same place.

San Luis Obispo (Cal.) Herald
June 5, 1925.

SALE OF THE LEWIS' PERSONAL PROPERTY ORDER OF REFEREE

Holdings and Effects of Atascadero Promoter May Be Offered Buyers on July 16; Attorney for Bankrupt Objects and Case May Go to Courts.

SANTA BARBARA, June 4.—An order was made here today by W. P. Butcher, Jr., referee in bankruptcy, directing the sale of all the personal property, "wheresoever found," of E. G. Lewis, promoter of Atascadero and Palos Verde. The matter of the sale will be considered by the referee on July 16, and if buyers materialize, all the Lewis assets will be disposed of, the referee stated.

Attorney Louis Cohen, representing Lewis, made formal objection to the order of the referee, and it is understood that if the order is attempted to be put into effect, the matter will be taken by Lewis into the United States district court. Lewis was not present at today's hearing, nor was Oscar Willett, attorney for the Lewis creditors.

Report Filed.

The hearing today was marked by the filing of a report by the trustee which fixed the value of Lewis' assets at approximately $2,000,000 and the liabilities at close to $10,000,000.

Referee Butcher also made an order for the sale of the Lewis oil well, near Maricopa, for $50,000. This order is understood to affect what is known as the Havenstrite lease. Nearby the Standard Oil Company recently has brought an oil well into production, and the Havenstrite property, which originally was listed as of questionable value, brings $50,000 now, it was stated.

Commissions Involved.

The order will sell Lewis' personal property will result in taking over the commissions from the sales of Palos Verde lands which otherwise would have gone to Lewis, it was

PROPERTY OF LEWIS MUST BE SOLD AT ONCE

Personal Holdings Of Promoter Ordered Disposed Of For Creditors; Is Now Busy With New Ventures

Orders for the sale of all E. G. Lewis personal property were filed today in the offices of W. P. Butcher Jr., commissioner for the $10,000,000 bankruptcy of the Atascadero promotor. The orders cover Lewis' eight cars and his office furniture, $20,000 of his notes and accounts due him totaling $5,163,727.52 and his commissions claimed on the sale of Palos Verdes property.

The $5,163,727 due on accounts and the $20,000 on notes are said to be worth practically nothing because most of the creditors are companies which have ceased to exist. However, the commission claim against the Palos Verdes property, or a section of it, is said to be conservatively appraised at $2,000,000.

While the legal procedure entailed in securing this property, selling it and placing the returns in the account of Lewis' creditors is going on, the promotor himself is busy with new enterprises. Lewis' activities now indicate that he has forgotten his second great bankruptcy which may not be settled for years and has started, from the day the law gave him clear title to his new beginning, to build up new corporations and finance new projects along the same lines that have ended in the tremendously entangled bankruptcy proceedings now going on.

BUSY ON NEW PLANS

REDONDO BEACH, CAL.,
BREEZE—ADS
JUNE 5, 1925

CLOSE CALL FOR BUILDING IN CITY PARK

Hotel Narrowly Escapes Destruction From Flames

FIREMEN PRAISED

Department Saves Edifice by Dint of Hard Work

The story of the passing of the ancient landmark was almost written Thursday afternoon when the fire call was received from the old Redondo Hotel, formerly one of the most famed hostelries on the west coast but now serving as a temporary office building for the Palos Verdes estates.

The old landmark is possibly the most revered and at the same time the most blasphemed structure in Redondo. It has withstood the assault of many years and has been the scene of much of the revelry and pleasure for which Redondo was noted in years of other days. It was built over 30 years ago and was the pride of the South Bay district.

The fire which was expected to be the finis to the old building by the firemen who answered the call, did little other than leave a black scar on the steps of the south wing which was once trod by light-hearted damsels pleasure

BIG REALTY DEAL MADE ON PACIFIC

Building Occupied by The Redondo Hardware Co. Changes Hands

A realty deal of large proportions was concluded yesterday when the block on North Pacific avenue owned by Dr. J. E. Cowell of Los Ageles was sold to the DeSimones who have a busiess establishment on North Pacific avenue. J. E. Forbes was the real estate agent in the deal. It is intimated that about $40,000 was involved in the deal.

The Redondo Hardware company occupies the Pacific avenue frontage. On the back end on Commercial street is a tin shop. The property is regarded as very valuable and is in a choice location for trade.

Mr. Forbes who is going on a business trip to Palos Verdes over Sunday said this morning that in his judgment business is on a sound basis in Redondo and that the block just sold is in a strategic point for trade. In other words there is a vast amount of business at Diamond and Pacific and always will be.

Probably the change of owners will not make any immediate changes as the Redondo Hardware Company's lease has some time to run.

SAN LUIS OBISPO, CAL.
TELEGRAM
June 6, 1925.

OWN HOLDINGS OF PROMOTER ARE EXEMPT

Attorney for E. G. Lewis In Explanation of Meaning of Recent Order of Court

ATASCADERO, June 6.—Reports from Santa Barbara Thursday that William Preston Butcher, Jr., referee in bankruptcy, had ordered the sale of "all the personal property, whereever found," of E. G. Lewis, and that such property included Lewis' automobile, etc., were denied today by Louis Cohen, attorney for Lewis, on his return here from the Santa Barbara meeting.

Only the property owned by Lewis prior to the institution of bankruptcy proceedings last December 15 is involved in the so-called order, Cohen explained. Since that time Lewis has been put in control of a Defense and Construction Fund of $57,000, to be spent as he may see fit, and none of the property, personal or otherwise, which he has acquired since that time is within the purview of the referee.

Moreover, Lewis is entitled to certain exemptions with respect to the property he possessed prior to December 15. He has not yet filed a claim for these exemptions, but expects to do so soon, Cohen stated.

In the meantime appraisals of Lewis' holdings will be made by the appointed appraisers, Mark Bradley of Santa Barbara and George M. Scott of Santa Maria—and their report will be submitted at a meeting called by the referee at Santa Barbara on July 16.

[illegible] tion of the oil and mining properties he has recently acquired in Kern county and in the Panamint mountains.

LOS ANGELES, CAL., EXAMINER
JUNE 6, 1925

19 Craft Set for Yacht Trophy Races at Harbor

1744

WITH nineteen of the fastest sailing boats in Pacific water sailing boats in Pacific waters being groomed for the event, today's series of races for the Palos Verdes trophies and Perpetual Cup promisees eto be the biggeest yachting even of the year in point of numbers of contestants. Four classes of events have been designated.

Class 1 is for boats more than sixty feet over all. Class 2 takes in boats from forty-five to sixty feet. Class 3 is for boats under forty-five feet. Class 4 is for boats the same size as Class No. 1, but instead of racing under a time allowance as in Class No. 1 tehey race boat by boat.

Such boats as the Poinsettia, owned by M. H. Whittier, and formerly the property of the Crown Prince of Germany; tehe Seaward, owned and raced by Cecil B. De Mille; the Diablo, winners of the Honolulu race and holder of the Perpetual Palos Verdes trophy, which is owned by W. W. Pedder; the Uncas, owned by Garbett & Walsh; the Zahma, property of A. M. Andrews, and F. P. Graves Pasqualito are in Class 1.

In Class 2 are entered the following: Mollilou (M. Hasselbergeer), Ortona (D. H. Laubersheimer), Adele (W. F. Stratteon Jr.), Siwash (Howard Wright), Aafjo (Robert E. Millsop) and Teva (C. W. Stose). The Ortona is the favorite in this class, with the Mollilou for second and the Aafjo for third place.

Class 3 has entered the Scaramouche (E. C. Bosbyshell), Sinbad (D. R. Radford, Minerva (L. M. Charles) and Pacific Child (B. C. Huber). Of these the Scaramouche is the fastest and champion in its class. She should win barring accidents.

The start of the race will be about seven miles weet of tehe breakwater at 12:30 p. m. The course lies around San Clemente Island and back to the lighthouse.

LOS ANGELES, CAL., TIMES
JUNE 11, 1925

LEWIS GIVEN NEW CHANCE

Bankrupt Granted $60,000 From Estate to Purchase Two Producing Oil Wells

1744

E. G. Lewis, ex-promoter of Atascadero and Palos Verdes projects whose $10,000,000 estate is in bankruptcy, yesterday was granted permission by United States District Judge James to spend $60,000 of the funds of the estate to buy two oil wells in Kern county, in which the estate already has an interest.

The order carried the condition that 10 per cent of the money derived from the sale of the oil shall be paid into the estate until the $60,000 is repaid. It was granted at the request of A. R. Rutherford, trustee. The two wells are on the Easton-Hitchcock-Holler lease, and are producing.

Another development yesterday in the situation growing out of the liquidation of the holdings of Lewis was the filing of a petition in Federal Court demanding that a new referee to take the place of W. Preston Butcher, Jr., of Santa Barbara, who resigned recently, be appointed from Los Angeles, rather than the northern city.

The petition, filed by Elsie King, a creditor, declares that a majority of the creditors of Lewis live in Los Angeles and that their best interests demand a Los Angeles referee.

South Bay Boom Demand

Realty Compadivision

1744

With Southern California prosperity sharply on the upward turn, beach cities all along the ocean front have prospects of a summer that will break all vacation time records early summer crowds in every community indicate.

The optimistic reports of El Segundo real estate brokers is reflected also in reports from other harbor district and Santa Monica Bay sections, according to a survey of conditions in all of the beach cities.

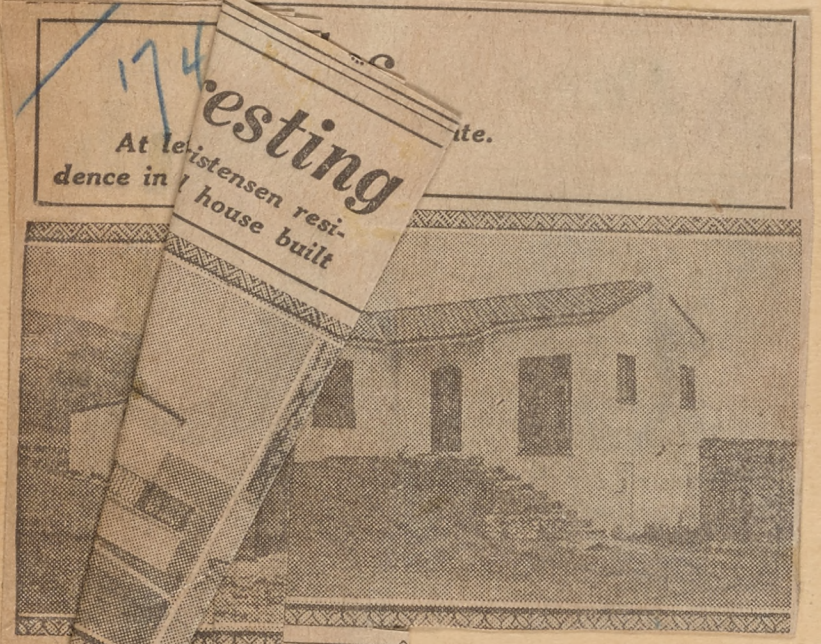
Outstanding among the real estate deals of the last month was the purchase of Hermosa Crest in Hermosa Beach, residential subdivision overlooking the South Bay and Palos Verdes estates.

As a result of the new activity in Hermosa Beach, J. D. Millar Realty Co[illegible] Cas of the beach [illegible] C. Millar said in [illegible] venture in the Sou[illegible] de[illegible]

been convinced that alerty along the ocean m returns on their in- iv the surprising in- Tes have already prov- esties.

ps in some intensely unities have risen so shey have practically b limit, the South Bay oee it, is just on the tal development. s[illegible]s here have only jus nt real estate prices p. themselves, will be S[illegible]e development that the South Bay cities st 18 or 20 months,"

LOS ANGELES, CAL., EXAMINER
JUNE 7, 1925



WANTS LEWIS TRUSTEE OUT

Suit Demands Removal of A. R. Rutherford

1744

Petition Filed in Court by Woman Creditor

Action Follows Resignation of Bankruptcy Referee

Coming on the heels of the resignation of W. P. Butcher, Jr., as referee in bankruptcy in the E. G. Lewis $10,000,000 bankruptcy proceedings, because of dissatisfaction with the manner in which the trustee is handling the liquidation, a petition demanding the removal of Trustee A. R. Rutherford was filed in United States District Court here yesterday by Elsie King, a creditor.

Following the filing of the petition, which made numerous alle- continue to act until his successor is named or the case transferred to another referee.

LOS ANGELES, CALIF[illegible]

PERMISSION GRANTED LEWIS TO PURCHASE TWO KERN OIL WELLS

Loan From Bankrupt Estate is Authorized to Protect Property.

1744

E. G. Lewis, Atascadero and Palos Verdes promoter, who became an involuntary bankrupt several months ago, was granted permission by Judge James in the federal court yesterday to expend $60,000 on the purchase of two producing oil wells in Kern county. Permission was granted with the understanding that 10 per cent of the money received from the sale of oil would be returned to the estate until the $60,000 is repaid. The two wells were described as being on the Easton-Hitchcock-Holler lease in Kern county. Lewis in his petition said he had already expended $4600 on them to keep them from filling up, and desired to proceed with the work to protect his investment.

Judge James cited Rutherford to show cause why he should not be removed in response to a petition filed by Elsie King, a creditor.

This action of the court followed within a few hours the resignation of W. Preston Butcher jr., as referee in the Lewis bankruptcy.

LOS ANGELES, CAL[illegible] EXAMINER
JUNE [illegible]

TWO PETITIONS IN LEWIS CASE

1744

Special Administrator May Be Named in $10,000,000 Bankruptcy; Lease Sale Ordered

Two new developments occurred yesterday in the controversy over administration of the $10,000,000 bankrupt estate of E. G. Lewis, Los Angeles and Atascadero promoter. One had to do with the filing of a petition in Federal Court for the naming of a referee in Los Angeles to take over the administration of the Lewis estate and the other was an order made by Judge James giving Lewis a chance to develop oil property in Kern County.

The petition seeking the appointment of a Los Angeles referee was filed by Elsie King, who had petitioned removal of A. R. Rutherford as trustee for the bankrupt estate.

Angeles, Cal., Herald 26
JUNE [illegible], 1925

EXPLAIN ORDER IN LEWIS BANKRUPTCY

1744

As attorney for A. B. Rutherford, trustee for the $10,000,000 bankrupt estate of E. G. Lewis, Atascadero and Palos Verdes promoter, M. M. Lyter today issued a statement explaining the court order signed yesterday by Federal Judge William P. James, relative to the sale of certain interests in an oil lease belonging to the estate.

The order, he said, had been misunderstood by many of the creditors, who had interpreted it to mean that Judge James was allowing the trustee to use funds of the estate to aid Lewis in developing the oil lands covered by the lease.

WRONG, IS CLAIM

"That," said Lyter, "is entirely wrong. No such order was made. On the contrary, Lewis offered to pay the estate $60,000 in royalties if allowed to take over the lease and drill the ground. The court made an order permitting the trustee to enter into an agreement to this effect.

"Hence, instead of allowing Lewis to use moneys of the estate, the order contemplated that Lewis would pay the estate $60,000. That would go to the creditors. That is the meaning of the order in a nut shell."

[illegible]uptcy.

ATASCADERO, CAL., N[illegible]
June 12. 1925.

Those Palos Verdes Assignmen Subscriptions Again

By OSCAR L. WILLETT

Creditors continue writing in abou their promised bonus of Palos Verde Non-Convertible Notes for havin loaned Mr. Lewis money. These bon uses are usurious and could not be allowed. When the Enlarged Plan was gotten up, however, it was decided by the Atascadero Estates, Inc., to allow a credit of 25% in Real Estate Receipts on the amount actually loaned, in connection with which the bonus was promised. Therefore if you loaned Mr. Lewis $100 in Palos Verdes Personal Loans, this is a provable claim in bankruptcy, but you cannot get any notes of the Palos Verdes Project. If you assign your entire claim to the Atascadero Estates, Inc., you will receive Real Estate Receipts to the full extent of your claim, which would include of course $100 credit on your Personal Loan, and under the Enlarged Plan you will also receive a Real Estate Receipt for $25 in lieu of your promised bonus of $100 in Underwriting Notes.

Unnecessary Correspondence

Please remember that your credit under the Enlarged Plan are entirel separate from those under your Proc of Claim. A number of the creditor are writing in stating that their Proo of Claim does not include their En larged Plan credits and still other say that their Enlarged Plan state ment does not include certain item which have already been included i their Proof of Claim.

I realize that the many complica tions involved in this liquidation make [illegible] about one out of every hundred.

However, outside of the business lots and Civic Center residence lots, it really makes very little difference whether you get in on the drawing of June 15 or not, since the outlying orchard and residence tracts are not ready for selection yet and after June 15 it will be a question of "first come, first served." It is a great advantage to any creditor if he can come to Atascadero and look the ground over for himself, since it is very unsatisfactory trying to pick a location from a map alone.

SAN LUIS OBISPO, CAL.
TELEGRAM
June 12, 1925.

CREDITORS NOW SEEK REFEREE IN LOS ANGELES

Court Permits Lewis to Make Purchase of Oil Lands to Be Paid Out By Production

LOS ANGELES, June 12.—E. G. Lewis, promoter of Atascadero and Palos Verdes, whose affairs are now [illegible] the bankruptcy court of Judge [illegible] district court here [illegible]

Ask L. A. Referee.

Miss Elsie King, Los Angeles creditor of Lewis for a small amount, who last Tuesday filed a petition asking for the removal of Rutherford as trustee, has now requested Judge James to appoint a Los Angeles man as referee. In her later petition she contends that as there are large interests in Los Angeles, the office of referee should be established there for the convenience of creditors.

Miss King's petition, it is understood, will be considered on June 22 when Judge James will also act on the request of Oscar L. Willett, attorney for the majority creditors, that the referee be appointed from San Luis Obispo county, where the Lewis Atascadero holdings are located.

ATASCADERO, CAL., NEWS
June 12. 1925.

Questions and Answers

By OSCAR L. WILLETT

Q. If Palos Verdes is a separate corporation and not in the bankruptcy proceedings, why do you ask the loans to that corporation sent to you for collections, when said loans are secured?

A. The Palos Verdes Project is entire separate from Mr. Lewis' affairs and therefore has nothing to do with the bankruptcy proceedings; but the Palos Verdes Personal Loans (so-called) were loans made to E. G. Lewis direct to help him carry on the underwriting campaign and are therefore personal obligations of Mr. Lewis. While he assigned his fees to cover the payment of these loans, these fees were assets of his estate and come under the control of the bankruptcy court, thereby making it necessary for the holders of these loan notes to file claim for same with the referee in bankruptcy.

BARS CHOICE OF REFEREE FOR LEWIS

Petition Asking Removal of Trustee Rutherford to Delay Appointment

Appointment of a new referee in the bankruptcy proceedings involving the $10,000,000 estate of R. G. Lewis, ex-promoter of Atascadero and Palos Verdes, will await action on a petition filed by a Los Angeles creditor demanding the removal of Trustee A. R. Rutherford, it was announced yesterday by United States District Judge James.

W. Preston Butcher, Jr., of Santa Barbara, resigned several days ago as referee but will hold office until a successor is appointed. Hearing on the petition will be conducted the 22nd inst.

A petition also has been filed in Federal court asking that the new referee be appointed from Los Angeles, on the ground that a majority of the creditors live here.

Wednesday Judge James granted Lewis permission to take over two producing oil wells in Kern county owned by the estate for a consideration of $60,000. Ten per cent of the revenue of the wells is to be paid to the estate each month until the $60,000 is repaid. It is stipulated that the payments shall total $5000 in three years. Judge James made the order on representation that the property was suffering depreciation from a lack of development.

LOS ANGELES, CAL., EXAMINE
JUNE 1, 1925

HUNDREDS SEE PLAN EXHIBIT

Hundreds of visitors are attending the exhibit of civic planning and architectural work being held at 614 South Hill street under the auspices of the Palos Verdes Art Jury. Included in the exhibit are most of the Southern California displays sent to the exposition of architecture and the allied arts in New York City. The exhibit will remain open to the public for the next three weeks.

The Los Angeles Major Traffic Plan, and spot maps showing the distribution and center of population of the metropolitan district are among the exhibits. Civic center plans of Los Angeles city and

Bridge trophies for high, second high and low scores were awarded respectively to Mesdames J. L. Keck, and Charles Maxwell and Miss Edith Wells.

The guest list comprised Mesdames C. W. Hudson, J. L. Keck, F. Lantz, Charles P. Hodge, Charles Maxwell, W. Skey, Howard Scott; J. R. Sutherlin, Claude Wright and Charles W. Evans of Los Angeles; Mrs. Pearce of Wilmington; Mrs. Smallwood; and the Misses Helen Myers, Mary and Edith Wells.

Torrance Cal
Herald
June 19-1925

County Sanitary Engineer Opens Office in Lomita to Supervise Metropolitan Sewer System

The county sanitation engineer opened an office in Lomita in the Barnes building Friday of this week for the purpose of supervising the survey of the fifth district of the metropolitan sewer system.

There are two engineering crews operating out of the Lomita office. In addition to supervising the work for the fifth district, the local office will also have direct charge of the construction of the joint outfall for all the districts in the entire metropolitan system, which it is estimated will cost $12,000,000.

The plans call for a three-mile tunnel through the Palos Verdes hills and a projection into the ocean at White's Point of over 2300 feet, at which point deep water and strong currents are encountered to take care of the sewage, and prevent it from coming back to shore.

The crews working out of the Lomita office now are collecting engineering data to be used in requesting bids on the construction contract. It is expected that actual construction will not be commenced until late in the summer.

H. R. Bolton is the resident engineer in charge of the work being done under the supervision of the Lomita office.

LOS ANGELES, CAL., EXAMINER
JUNE 21, 1925

BRIDLE TRAIL WORK STARTS

1744

Construction on the first unit of an extensive system of bridle trails was commenced last week at Palos Verdes. The first trail leads from Malaga Cove through the golf course, and passes under the Via Campesina bridge, and then climbs by easy grades to the summit of Mount Malaga, commanding a view over Santa Monica Bay.

LOS ANGELES, CAL., EXAMINER.
JUNE 21, 1925

NEW SCHOOL

Bids for construction of the first schoolhouse in Palos Verdes will be opened on June 30. The cost of the structure is estimated to be about $60,000. A total of $85,000 in bonds was voted at the April election, and the balance of the fund is to be used in acquirement of the site in Malaga Cove, for equipment, planting, etc. The bonds, when sold brought a premium of $5013.

Los Angeles, Cal.
TIMES
JUN 22 1925

LOS ANGELES CAL., EXAMINER
JUNE 22, 1925

Music Dealers Here Tomorrow

1744

Music dealers and their representatives from seven western states and more than 150 cities and towns will be here tomorrow for the opening session of the 1925 convention of the Western Music Trades Association. The meeting will start at 10 o'clock tomorrow morning with an address of welcome by Edward A. Geissler, president of the association and vice-president of the George J. Birkel Company of this city.

Music and radio industries will be the chief topics of discussion during the week. Talks will be made by leading music dealers of the West. The convention will close Friday with a golf tournament, din-

...nd "low jinks" at the ...es Golf Club.
...mmittees in charge have ...al arrangements for the e...
...nent of women visitors. ...the week the women wi... to the Metro-Goldwyn-M...
...the Universal City studios ...t. Lowe.

...EDRO, CAL., PILOT
JUNE 20, 1925

START FIGHT ON CHAMBER OF COMMERCE

1744

"Single Shot" Ticket of Six Names Put Out Today

With the receipt of ballots for directors of the San Pedro Chamber of Commerce by members it developed today that an organized fight against the administration is being made by a group of members led by Joe Frishman one of the retiring directors. Frishman, while not a candidate for re-election himself, has declared war on the administration of A. E. Henning and is circulating printed ballots containing six names only.

It is understood that members are being urged to single shot to hold down the lead that "Chick" Henning, Ray Mitchell, John A. Elliott and T. L. Baker might get and crowd them off the ticket. The fight seems to be directed against these four.

Back of this fight is said to be action of the chamber a few weeks ago in denouncing the bond issue for the university site, the port district bill, and other measures certain interests in Los Angeles

...have loved each other for years of age, and Miss Ferguson 23.

LEWIS TRUSTEE ASSAILED

Court to Hear Creditor's Charges of Mismanagement in Promoter's Affairs Today

1744

Legal proceedings seeking the removal of A. R. Rutherford as trustee of the $10,000,000 bankrupt estate of E. G. Lewis, former promoter of Atascadero and the Palos Verdes estates, are scheduled to begin before Federal Judge James this morning, with a promise of verbal fireworks. Once the status of Rutherford has been determined in court, creditors of Lewis, who forced the bankruptcy action, are confident that efforts to straighten out the tangled affairs of the promoter will go forward rapidly.

The contest against Rutherford as trustee was brought by Attorney Joseph L. Lewinson, acting for Elsie King, a creditor. In a list of charges against Rutherford is included an assertion that he has mismanaged the affairs of the properties involved.

One of the principal bones of contention in the matter to be heard today centers around an expense account of Rutherford's now in the possession of W. P. Butcher, Jr., of Santa Barbara, who sent to Judge James his resignation as referee in bankruptcy on the 8th inst. Proceedings to appoint a new referee are held in abeyance pending action on the King request for a new trustee to

LOS ANGELES, CAL., EXAMINER
JUNE 21, 1925

Art Exhibition Attracts Many Visitors Daily

The exhibit of Southern California contributions to the New York Exposition of Architecture and the Allied Arts, being held at 614 South Hill street under the auspices of the Palos Verdes art jury, continues to attract hundreds of visitors daily.

On Wednesday evening a special reception for Los Angeles city officials and others was held by the art jury with an attendance of more than 250 invited guests.

The collection of more than 100 photographs of Southern California homes of Spanish architecture has proved an especial drawing card, and has attracted wide interest.

Construction Bodies

PASADENA, CAL., STAR-NEWS—14
JUNE 23, 1925

INSPECTION TOUR MADE BY STUDENTS

Landscape Architecture Is Observed by Class From U. S. C.

Listed among the places in Southern California of particular interest to students of landscape architecture, Forest Lawn Memorial Park of Glendale, Palos Verdes estates and Orange Grove avenue, with the Busch Gardens, in Pasadena were visited by Prof. John W. Gregg, who with an assistant and ten students of the graduating class of landscape architecture at the University of California are making a tour of the Southland. From Los Angeles the party left for San Diego to inspect particularly Balboa Park.

LOS ANGELES, CAL., ILLUSTRATED DAILY NEWS
JUNE 23, 1925

NEW COMPLAINT FILED AGAINST RUTHERFORD

A new complaint against A. R. Rutherford, trustee of the $10,000,000 bankrupt estate of E. G. Lewis, promoter of the Palos Verdes and Atascadero projects was filed in Federal Judge William P. James' court yesterday when Rutherford appeared to answer previous charges aimed at his removal as trustee.

Elsie King, a creditor, alleged in petition for removal that Rutherford mismanaged the affairs of the estate. She is represented by Attorney Joseph E. Lewison.

SAN PEDRO, CAL., NEWS 17
JUNE 19, 1925

GRAM

PALOS VERDES WILL GET NEW SCHOOL HOUSE

Elementary School Will Be Built at Cost of $85,000

LOCAL MEN GET JOBS

New $121,000 Grammar School to Rise in Wilmington

More than $200,000 in new school construction in San Pedro, Wilmington and the Palos Verdes estate was reported today by school authorities as almost ready for start of work. Included are alterations at Barton Hill school, for which the sole bid at $1050 by John Harder is un[illegible]; painting, by the school, $3230; plumbing, J. H. Stockton & Co., of Wilmington, $7000; electric wiring, American Electrical Construction company, $2740.

Bids will be received by the Palos Verdes school district board of trustees until June 30 on an $85,000 reinforced concrete elementary school at Malaga Cove. The structure will be two stories with a part basement, and will include an auditorium to seat 240; three classrooms, kitchen, offices, kindergarten department and other accommodations. Separate bids will be received on the general and sub-contracts.

REDONDO BEACH, CAL., BREEZE—19S
JUNE 23, 1925

Yes, You Can Call Ther[illegible] The Palos Verdes Hil[illegible]

Yes, you can say "Palos Verdes Hills," writes a man to the editor of this page. Palis Verdes does not mean "Green Hills," it means "Green Sticks," so when you say Palos Verdes hills you do not use the word hills twice. Any one else got anything to say about it?

RIVERSIDE, CAL., PRESS—[illegible]
JUNE 15, 1925

STEVENS AND BUCK ARE GOLF WINNERS

PAIR TAKES AMATEUR-PRO EVENT STAGED AT PALOS VERDES

LOS ANGELES, June 15. — Tom Stevens and Cliff M. Buck, professional and amateur, respectively of the California Country club, won the amateur-pro event staged yesterday at the Palos Verdes Country club with a 62. Buck got a 73 while Stevens had a 67, four under par.

Dave Martin's eagle three on the par five fifth hole, was a feature of the event.

REDONDO BEACH, CAL., BREEZE—19S
JUNE 24, 1925

[illegible]ASKS BIDS UPON OLD HOTEL

Palos Verdes Estates to Soon Move into Own[illegible] Building

TO MOVE LANDMARK

Uncertain Whether Post Will Use Wing of Hostelry

With the publication of an advertisement in a Los Angeles weekly builders' magazine, asking for bids on the old Redondo hotel building, the finale of the most famous landmark in the South Bay district is being written. The building has been one of the most famous hostelries in the west and has housed many of the famous characters of the days of yesteryear. Now, a gaunt relic of letter days, it is to be completely humbled and part of it sold for salvage lumber.

For the past three years the Palos Verdes Estates have occupied the hotel and made it their headquarters, but they are soon to transfer all their equipment to a more modern structure in the Palos Verdes Estates. Their new building is the Gardner building, which is a two-story brick affair and the first of the civic center structures to be built. The Palos Verdes organization will occupy the entire top floor of the building. It will be located on Malaga Cove Plaza, according to E. L Etter, purchasing agent for the estatts.

The realty organization has been the agent through which much publicity has been secured for the town and the district. The Palos Verdes organization has also been a financial boon to the city. It has employed 250 people, with a total payroll of over $30,000 monthly. The removal of the organization will mean that the city will lose some of the money that it has been putting into circulation, though many of the employes will retain their homes here, according to Mr. Etter.

The Palos Verdes organization will start moving on or about July 10 and will consume the better part of a week moving all of their effects. Its loss will be felt as much as the loss of the hotel.

The hotel was built over 30 years ago and secured as much publicity for Redondo as the realty organization, if not more. In other days, it was the rendezvous for all the pleasure seekers and was the scene of more than one entertainment for celebrities.

The hotel was built of lumber hauled here especially for the job by the present mayor of Redondo, George Cate. The construction was something that was the topic of conversation of the entire district, according to the mayor. George Anderson, now one of the leading bankers of the city, was at that time connected with the hotel, according to the mayor. In fact, many of the citizens of Redondo have very pleasant reminiscences of the hotel.

One of the gayest parties ever staged in California was tendered Kate Field, authoress of another [illegible]day. The banquet was attended [illegible]wing and the direction of the [illegible] the American Legion, if they want it. However, it is doubtful whether the legion will accept the offer, as the post would not get title to the property and, providing a suit was brought by a taxpayer, might have to vacate, as the property is reserved for park purposes.

In the meantime, the building is filled with the click of typewriters, ringing of telephone bells, voices talking cold business, and the sound of stores being transferred from truck to porch, or vice versa.

It stands waiting for the last curve to be made on the final letter of its finis.

Los Angeles, Cal., Herald 26
JUNE 25, 1925

E. G. LEWIS ON STAND IN TRUSTEE BATTLE

Man in Bankruptcy Case Tells Court of Wife's Making Own Fortune

Spectators in Federal Judge James' courtroom were startled into sudden, tense interest today when E. G. Lewis, promoter of the Atascadero and Palos Verdes estates, whose $10,000,000 bankruptcy is now a subject of controversy, took the witness stand, without previous announcement, to give his version of the episodes concerned in the fight to oust A. R. Rutherford as trustee.

Speaking so quietly that many auditors could scarcely hear, Lewis told how in 12 years he increased his fortune from $500 to the $10,000,000 he was reported to control at the time he was forced into bankruptcy.

Previous to Lewis taking the stand there was a sharp wrangle between Joseph Lewinsohn, who represents Elsie King, a creditor, in the endeavor to remove Rutherford, and the trustee's attorneys.

TRUSTEE RAPPED

"We haven't been able to find out yet whether Mr. Rutherford is being tried for neglect of his duties or for conspiracy," said the trustees's counsel.

"He's being tried for just one thing," said Lewinsohn, "that he hasn't carried out his duties and there is evidence of conspiracy as a reason for this neglect."

"From the evidence," interposed Judge James, "there is no excuse for the trustee having failed to take charge of all of the Lewis holdings and operating them for the benefit of creditors."

Judge James' remarks were said to refer to the Atascadero News and several other Lewis holdings which the trustee was reported to have failed to take in charge.

TELLS WIFE'S HOLDINGS

Lewis was permitted to take the stand after his attorney, Paul Younkin, said that he desired to do so to explain several "deals" in which the promoter's name was mentioned during the current hearing.

Mrs. E. G. Lewis is now worth

PASADENA, CAL., POST
JUNE 23, 1925

hours and 22 minutes.

Landscape Architect, U. C. Students See Homes in Pasadena

Before leaving for San Diego particularly to study the landscape architecture of Balboa park, Professor John W. Gregg of the University of California at Berkeley, accompanied by his assistant and ten students of his class of landscape architecture at the University, devoted several hours to a close study of the landscaping and architecture at Forest Lawn Memorial park, Glendale.

Professor Gregg explained that he arranged for this group of graduates of his class to inspect Forest Lawn because of the unique manner in which the architecture of the buildings, the landscaping of the park and the ornamentation throughout are being developed.

The students were brought to Pasadena and also taken to the Palos Verdes estates before proceeding south to complete their studies of southern California's landscape architecture.

LOS ANGELES, CAL., EXPRESS
JUNE 26, 1925

MILLIONS BUILT ON $500 START

Lewis Tells an Amazing Story in Court

Working out of the proceedings to oust A. R. Rutherford as trustee of the estate of E. G. Lewis, bankrupt Atascadero and Palos Verdes promoter, today comes the story of how he arrived in Atascadero in 1913 with only $500 in his pocket, and in a few years ran it up to nearly eight figures and 18 corporations, 13 of which are still in existence.

Lewis told much of the story himself when he was on the stand in Judge James' court. It is a long and an interesting story, one that would fill a big volume, but the outstanding, the amazing thing is that with that small beginning of $500 he was able to put over a million-dollar deal, the purchase of the Atascadero property, and subsequently form corporations handling millions of dollars.

It was brought out that his wife had several thousand dollars when they arrived in Atascadero, but Lewis explained, with a smile, that he didn't know it at the time. Lewis said she was a good business woman.

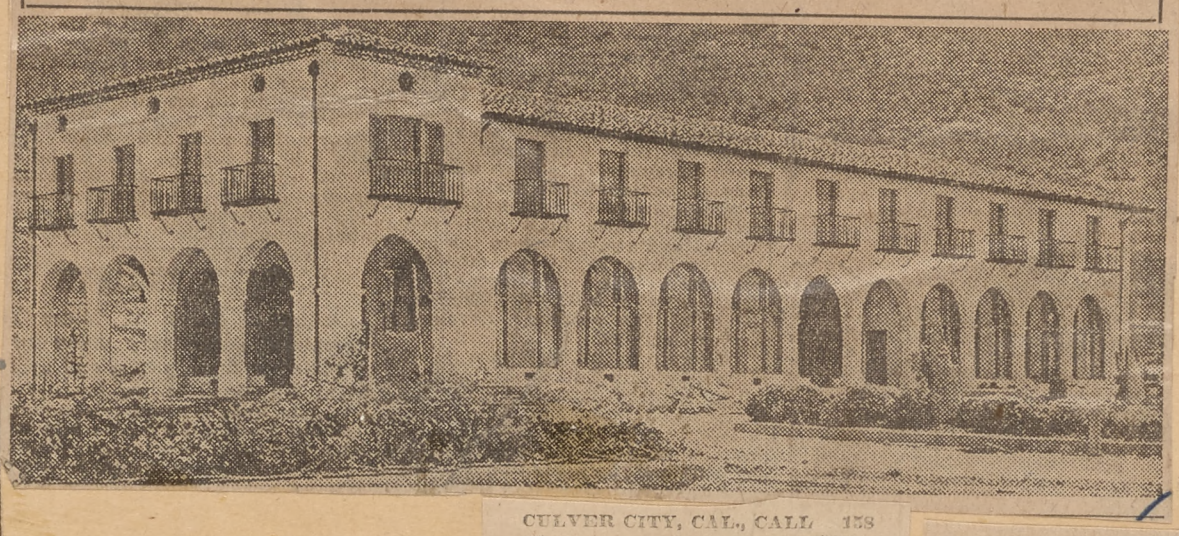
He stated, also, he had given her an allowance out of his salary, as they had the only house there for some time, and it was necessary for her to keep many servants, as hundreds of people stopped in the town nights, and they had to practically turn their house into a hotel.

It is expected the case will be concluded today.

LOS ANGELES, CAL., EXAMINER
JUNE 28, 1925

Palos Verdes Unit Ready

WORK has been completed on the first business structure in Malaga Cove Plaza. Offices in the block have been acquired by the Palos Verdes organization and allied firms.



LOS ANGELES, CAL., EXAMINER
JUNE 28, 1925

SCHOOL BUILDING

Architects Allison & Allison have completed plans and bids will be received by the board of trustees of the Palos Verdes school district for a two-story and part basement reinforced concrete school building. The building will be erected at an estimated cost of $85,000 and will be located at Malaga Cove, Palos Verdes.

CULVER CITY, CAL., CALL
JUNE 26, 1925

LEWIS' WIFE ALSO MAKES MONEY

Spectators in Federal Judge James courtroom were startled into sudden, tense interest today when E. G. Lewis, promotor of the Atascadero and Palos Verdes estates, whose $10,000,000 bankruptcy is now a subject of controversy, took the witness stand, without previous announcement, to give this version of the episodes concerned in the fight to out A. R. Rutherford as trustee.

Previous to Lewis taking the stand there was a sharp wrangle between Joseph Lewinsohn, who represents Elsie King, a creditor, in the endeavor to remove Rutherford, and the trustee's attorneys.

"We haven't been able to find out yet whether Mr. Rutherford is being trie dfor neglect of his duties or for conspiracy," said the trustee's counsel.

"He's being tried for just one thing," said Lewinsohn, "that he hasn't carried out his duties and there is evidence of conspiracy as a reason for this neglect."

"From the evidence," interposed Judge James, "there is no excuse for the trustee having failed to take charge of all of the Lewis holdings and operating the from the benefit of creditors."

Judge James' remarks were said to refer to the Atascadero News and several other Lewis holdings which the trustee was reported to have failed to take in charge.

Lewis was permitted to take the stand after his attorney, Paul Younkin, said that he desired to do so to explain several "deals" in which the promoter's name was mentioned during the current hearing.

Mrs. E. G. Lewis is now worth between $75,000 and $100,000, Lewis estimated when questioned by Attorney Lewinsohn. The promoter denied that any of this property represented gifts from him. Mrs. Lewis is a good gusiness woman, and acquired the fortune by her own business activities, he said. Lewis denied that any of Mrs. Lewis' holdings were community property.

Lewis denied that in conversations with Oscar L. Willett, an attorney representing a number of creditors, the question of who should

LOS ANGELES, CAL., EXPRESS
JUNE 29, 1925

BEACHES HAVE LARGE CROWDS

Thousands of People Enjoy Mild Pacific

Summer weather never fails to crowd the beaches on the Pacific coast. Los Angeles and Southern California is favored with many excellent watering places and thousands pay homage to King Pacific all year.

Bathing is enjoyed all the way along the coast. In this county, starting at Santa Monica, the following come in order: Ocean Park, Venice, Playa del Rey, El Segundo, Manhattan, Hermosa, Moonstone beach, Redondo, Clifton, the rugged cliffs along Palos Verdes, San Pedro and Wilmington, where the harbor for Los Angeles is; Long Beach, Belmont pier, Alamitos bay and Naples.

Then there is Orange county with Seal Beach, Sunset Beach, Los Patos, Huntington Beach, Gamewell, Surf Club, Pacific Gun Club, Santiago, Newport, Balboa, Corona del Mar, Laguna and Arch Beach.

In San Diego county the coast line embraces Oceanside, Carlsbad, Encinitas, Cardiff, Del Mar, La Jolla, Bird Rock, Mission Beach, Ocean Beach, San Diego bay itself, including Glorieta bay, Coronado Beach and Imperial Beach.

Sunday is the popular day at all of the beaches as people take advantage of the one free day to lie in the sands and to bathe. Hundreds of people who love to be near the water take houses or tents and make their vacation headquarters there also.

LOS ANGELES, CAL., EXPRESS
JUNE 27, 1925

Orders Mrs. Lewis to Remain Within Call

Following disclosures during the testimony of E. G. Lewis, Atascadero and Palos Verdes bankrupt, in the proceedings to oust A. R. Rutherford as trustee, that Mrs. Lewis has property at Atascadero valued at $100,000, Federal Judge W. P. James has issued an order directing Mrs. Lewis to remain within the jurisdiction of the court during the bankruptcy proceedings.

According to the testimony of Lewis, his wife acquired much of the property during their residence at Atascadero. It is the contention of the attorneys for the creditors that the property is community property, and as such should be listed with the assets of Lewis. It is expected that when the case is resumed today the status of this property will be inquired into.

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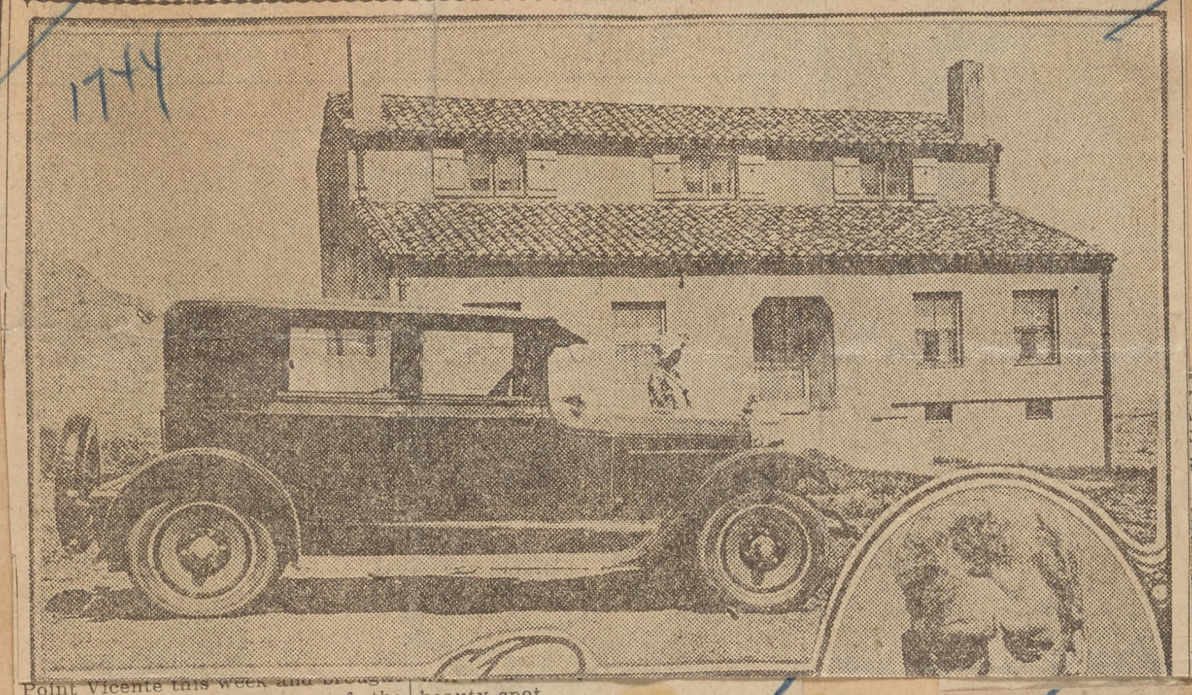
LOS ANGELES, CAL., EXPRESS
JULY 1 1925

Lighthouse Styles Have Changed Great Deal



Point Vicente this week and brought back pictures as evidence of the beauty spot.

REDONDO BEACH, CAL., BREEZE—19S
July 17-1925

Swimming Parties and Picnics for Illinois Folk in Redondo

Miss Edna Walter, one of the teachers in Streater, Ill., and her sister, Lydia Walter, who teaches in the city of Alton, Ill., are visiting their cousins, Mr. and Mrs. Eduard Blatter of Redondo Beach.

These young ladies are very much delighted with the cool breezes of Redondo Beach. There has been several fishing and swimming parties and picnics given in their honor up and down the bay district; also a trip over the grand Palos Verdes.

PILOT 18
25

A HAVEN FOR THE EQUESTARIAN

SO crowded are the boulevards of the Southland with motor cars, and so hard, too, on the feet of horses, that lovers of horseback riding have been hard put to find a field for their activities. The Palos Verdes hills, almost alone in Southern California, still remain as an ideal haven for riders and horse lovers. Thirteen thousand acres of the great rancho are not yet under development and the grass-grown remnants of old trails are ideal for the equestrian. A riding stable has been established near Redondo and some enterprising and far-sighted individual will, no doubt, take advantage of the opportunity for a similar establishment at this end of the hills. Those who have missed a horseback ride in the Palos Verdes have skipped one of the joys of life—the best, indeed, that California offers. No matter at what season, but best, of course, when the hills are clothed in spring verdure, with the tang of sea winds from the wide Pacific laying at your feet, sparkling in the sunlight or gloomy in the shadows, the channel islands dotting the coast line, is a delight to souls artistically inclined and to all nature lovers. Such a ride is at once a sermon and a song which entirely too few people have enjoyed.

The wide and ever-changing panorama as seen from the heights, embracing as they do the majestic mountain sweep from the hazy hills of Mexico to the end of the Malibou range.

And the nights! Whether under the moon's refulgent rays or twinkling stars, a vision of the wondrous Southland painted by the lights of fifty cities, a magnificent relief map in lights and shadows nowhere rivaled.

REDONDO BEACH, CAL., BREEZE—19S
JULY 7 1925

alternative.

WANTS BUS STATION

The Palos Verdes Estates is to enlarge its bus service and wants a stand near Pacific and Emerald street. The city council committee will investigate.

LOS ANGELES, CAL., EXAMINER
JULY 5 1925

County to Pave Huntington Road

Permanent paving is to be laid by Los Angeles County on Huntington road, which connects Redondo with the entrance to the Palos Verdes estates, it was announced last week. This road, which affords the main entrance to the Malaga Cove and Valmonte districts, is to be paved with bituminous macadam, thirty feet in width. The work of paving is expected to start next month.

The completed paving will be a link in the improvement of the road to connect Redondo and San Pedro by way of the Palos Verdes coast. The road already is graded and surfaced with macadam through Malaga Cove and Lunada Bay to the south border of the present

SAN PEDRO, CAL., PILOT 18
JULY 9 1925

LOS ANGELES, CAL., EXAMINER
JULY 19 1925

About Realty and Building

By John H. C. Stingle

CONSIDERABLE interest is being taken in the creation of district protective associations for the mutual benefit of home owners. During the last few weeks various interests have organized to protect their properties from possible encroachment by commercial enterprises as a result of growth demands of the city.

Owners of homes, who have spent thousands of dollars in the construction of homes and who have expended their best efforts toward the establishment of an ideal residential environment, have taken the responsibility of maintaining the rights of their respective districts by forming associations.

These persons plan to safeguard their properties in the future from zone changes and other legislation that might be determined from a viewpoint of home environment. As it now stands, a home erected in a restricted residential area remains insecure as far as future developments are concerned, inasmuch as residential sites may be changed to business zones upon the approval of a majority of the property owners.

The owner of the unimproved property has the same voting power [illegible] the new suburban development of the future.

SAN PEDRO'S HINTERLAND

WITH so many roads building and laid out in the Palos Verdes hills the background for the new San Pedro is fast assuming fixed proportions, and development can proceed along logical and progressive lines. An extension of Western avenue to White Point from its present terminus at Ninth street, seems to be assured and the new road to Redondo over the Palos Verdes hills and along the coast line will be started in a month or so. This road will start from the Granvia Miraleste, running west and north to a connection with the improved coast road at the southern edge of Lunada bay. A new southern route across the hills to the San Pedro

LOS ANGELES, CAL., EXAMINER
JULY 12 1925

La Venta Inn to Enlarge Space

Plans for the immediate enlargement of the dining room space at La Venta Inn, Palos Verdes, are being prepared by Winchton L. Risley, Palos Verdes staff architect.

"Since the opening of summer, La Venta has turned away as many dinner guests as it has been able to serve," said Jay Lawyer, manager of the Palos Verdes Estates,

SAN PEDRO, CAL., PILOT 18
JULY 13 1925

Starboard :-: Lights :-:

Perhaps that part of the development of Southern California, at the present time making the greatest strides with the least appreciation, is the improvement of streets. Skyscrapers are manifest improvements that make a deep impression, but the extent of the improvement of side streets and roads, off the main lines of travel, is little realized by the average auto driver who sticks to the congested arteries. Gradually Mr. and Mrs. Auto Driver are discovering it is no longer necessary to follow the lines of congestion in making long cross country drives. It is now possible to pick out good roads and drive over direct routes most anywhere in the thickly settled portions of this section and make better time than can be made over the older boulevards. This is particularly true in avoiding traffic through Los Angeles. The development of the industrial district on the east and high class residence sections on the west has opened up many new streets that will relieve the pressure of congestion if you search them out.

* * *

New scenic drives are also being discovered that are being eagerly sought for diversion from the old accustomed drives and picnic spots. Within a few

SAN PEDRO, CAL., PILOT 18
JULY 14 1925

Starboard :-: Lights :-:

If plenty of nerve in asking for what you want will build a city Long Beach should be a wonder. The latest development in her boom harbor is the demand from Long Beach that Los Angeles spend a big chunk of the taxpayers money to dredge the channel through the east basin so that ships can get into Long Beach harbor and compete with Los Angeles. It will be a fine thing for Long Beach to have the channel dredged but why should Los Angeles stand the expense? Long Beach has been telling that when her harbor is developed she will pull a lot of business away from Los Angeles and cut rates to get it. Now, of course, if Los Angeles will stand the expense of making the improvements possible the harbor at Long Beach could get business by cutting rates. Otherwise she will need revenue to pay the expense. But somehow we have an idea that before Los Angeles digs up the money to do any dredging for Long Beach, the weather will be so cold the channel will freeze over and ships would not be able to navigate it anyway. So what's the use of discussing it.

us build the bridge.

REDONDO BEACH, CAL. BREEZE—19S

July 17-1925

EXPEDITE PLANS FOR BOULEVARD

1744

Highland Avenue to Be Run Through to Palos Verdes Hills

The plans for a greater Highland Avenue boulevard which will run from Cahuenga Pass to Palos Verdes [illegible]

LOS ANGELES, CAL., EXAMINER
JULY 19 1925

VISITOR SEES FORETHOUGHT IN PLANNING

1744

British Town Planner in Malay District Says L. A. Is Urban Phenomena of Present Day

From the viewpoint of an outsider, speaking unofficially but nevertheless expertly, Charles C. Reade has found that Los Angeles is showing wisdom beyond her years in taking steps to guide the urban development hereabouts rather than let it take its own course.

Mr. Reade, who passed through Los Angeles on his way from Singapore to London, is the government town planner of the Federated Malay States under appointment by the British Colonial officer. He is well known in British town planning circles and has founded departments of town planning in Australia and Malaya.

The distinguished Englishman sees Los Angeles as "one of the urban phenomena of modern times." He can visualize the time when "the larger Los Angeles will be a continuous city with suburbs stretching from the hills to the seaboard."

SIMILAR PROBLEMS

That this city is no different than other terminal ports like Shanghai, Singapore, Bombay, Sidney, Buenos Aires and other outlets along highway of world's commerce is seen in the similarity of the problems they present in increasing network of roads, rails and other transit ways; in growth of harbors, industries, high buildings and throbbing masses of traffic, he declares.

"Unlike many of these cities, however, Los Angeles is fortunate in having secured and started on the road to achievement the bold and far-seeing program of improvements embodied in the major traffic plan," said Mr. Reade. "It is clearly an expert solution for problems of grave and increasing magnitude in a city and suburbs faced with the certainty of larger increases of population and traffic.

"The county government of Los Angeles has started none too soon in securing legislative sanction for the creation of a Regional Planning Commission with jurisdiction over the outlying areas to which the expansion of the cities and suburbs

On Many Subjects

1744

By SAM G. AUSTIN.

The city park has been the scene of many gatherings the past few days. Many a household has packed into baskets and boxes any

asking what has become the library project. Surely housing of the city public

SAN PEDRO, CAL., PILOT 18
JULY 21 1925

Contract Let To Crowley Co. For Granvia Miraleste

1744

A contract for the building of eight and four-tenths miles of roadway through the Palos Verdes estates was let Wednesday to the C. E. Crowley company. Work will begin immediately.

The new roadway will connect Western avenue with the already completed portions of the coast road north of Point Vincente. It is to be called the Granvia Miraleste. On the western end it will connect with the Granvia La Costa, Great Road by the Sea.

A 150-foot right of way has been reserved for the road. The improved portion is to be thirty feet wide.

The Palos Verdes projects have made plans for the establishment of a number of large country estates along the new coast highway.

SAN PEDRO, CAL., PILOT 18
JULY 21 1925

Starboard :-: Lights :-:

1744

It is hard for folks who have known San Pedro only as a shipping center to visualize the town as a scenic attraction and a site for beautiful homes. But the time is not far distant when we will be famed for the drive around the Palos Verdes estates. Today work will commence on the Grandvia Miraleste, connecting Western avenue with Redondo Beach, and it is expected that it will be completed before the winter rains. While this road is not the long planned lower coast highway, to be built by the state, it will be a scenic drive that will rival in time the scenic Smiley Heights drive at Redlands and other famous roads in California. All of us are seeking the new and the novel, and before another year the fame of this road will have spread all over the Southland, bringing thousands to get a view of San Pedro and the ocean they never have had before.

* * *

Much is to be done, and much is being done, to add to the attraction of San Pedro in the way of parks. The decision of the Palos Verdes Estates to improve at once the park between the upper and lower barrels of the Western avenue entrance into San Pedro will add to the charm of driving over this road. This parking through the Miraleste is 50 feet wide and nearly

SAN [illegible]
JULY 22 1925

LONG BEACH, CAL., SUN—18
JULY 23 1925

WIDE SPAN AT ANAHEIM ROAD TO BE SOUGHT

1744

C. of C. Asks for Bridge Across East Branch of San Gabriel River

Construction of a wide bridge across the east branch of the San Gabriel river, at the junction of Anaheim road and the proposed extension of East Seventh street, probably will be asked of the county board of supervisors [illegible]

SAN PEDRO, CAL., NEWS 17
JULY 23 1925

HIGHLAND AVE. EXTENSION TO PORT IS URGED

1744

Would Extend From Cahuenga Pass to the Palos Verdes Hills

[illegible] at Willowbrook was attended by several San Pedro citizens.

LONG BEACH, CAL., PRESS-TELEGRAM—10
JULY 23 1925

Wide Bridge Across San Gabriel Branch May Be Requested

1744

Chamber Highway Committee Asks for Petition to Supervisors.

A petition to the Board of Supervisors of Los Angeles County to construct a wide bridge across the East Branch of the San Gabriel probably will be filed by the Board of Directors of the Chamber of Commerce as a result of a recommendation by the Highway Committee of the chamber at a meeting yesterday.

Erection of the bridge at East Anaheim Road and the proposed extension of East Seventh Street is one of the objectives of the committee. With the completion of the flood control in that section, the location of the present bridge will be changed.

Ray O. Baldwin, Industrial Secretary of the chamber and secretary of the committee, was dele[illegible]

SAN PEDRO, CAL., PILOT 18
JULY 24 1925

WESTERN AVE. WORK NEARS COMPLETION

Will Provide City With Second Highway Entrance

1744

Western avenue scenic drive, circling the eastern slopes of the Palos Verdes hills to Ninth street in San Pedro, will be completed and opened for traffic next Tuesday. This announcement was made today at the offices of George W. Jones, road commissioner for Los Angeles county.

The opening will be permanent and it will provide San Pedro with a second highway entrance. Five and one-quarter miles of the highway will be finished with an oiled and crushed rock surface. Of this distance, four and three-tenths miles are through the Palos Verdes estates.

Western avenue will come as far south as the intersection of Ninth street and Dodson avenue in San Pedro. Petitions are already filed by the property owners of Ninth street for its improvement from Meyler street to the city limits.

Work began Thursday at Point Vincente on the construction of [illegible]

HERMOSA BEACH, CAL., BREEZE—65
JULY 24 1925

PALOS VERDES ORGANIZATION MOVES OUT

1744

Old Hotel Building Now Stands Vacant and Ready to Wreck

LEGION AUDITORIUM

Some Difference Opinion As To Eclusive Use of Room

Palos Verdes sales organization is gone.

The last of its office equipment was removed from the old Redondo hotel Thursday afternoon. The only thing that remains to show that the old building ever housed a busy organization is the telephone switch board, and that will be removed to the new building in Palos Verdes today or Saturday.

The old hotel now stands completely empty. It waits only for the contract to be let for the contractor to start the wrecking.

And so the old passes as the new begins.

The new home of the Palos Verdes force is a two-story brick building, which is the first of the civic center buildings to be erected. The entire upper floor of the building will be occupied by the sales force, and the lower floor will be store rooms, according to E. I. Etter, purchasing agent for the land company. They have one of the most modern of-

NEW ROAD WILL BE WITHOUT A RIVAL

1744

A TRIP at night over the Mulholland drive, with the lights of Los Angeles, Hollywood and the San Fernando Valley cities painted in a panorama of light a quarter of a mile below, is one that would repay a trip from the world's end. And yet this view, hardly rivaled elsewhere in the world, does not equal that from the Western avenue approach to the Miraleste section of San Pedro, where the eye sweeps the myrid lights of thirty Southland coast cities from San Diego to Santa Monica; nor will either of them compare with that from the Grandvia Miraleste, soon to be completed.

San Pedro does not fully grasp its wonderful advantages of location and opportunities as a residence city. Situated at the end of more than half the sea lanes of the world a great harbor has grown up, which furnishes the opportunity of attendant industries which will fill all the level land from west Wilmington to Long Beach, and make much of it impossible as a residence section, which must be confined to the southwestern end of the Palos Verdes hills, ending at Point Firmin, and stretching northwestward into the Palos Verdes

REDONDO BEACH, CAL., BREEZE—13S JULY 24 1925

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LOMITA, CAL., NEWS PROGRESS

JUNE 25, 1925

Open Letter to Regent Board

Wilmington, Cal., June 13, 1925.
Board of Regents, State "U."
Sacramento, California.
(In re. Selection of Sou. Branch State "U."
Gentlemen:

"No question is settled till it is settled right."

The people in the Harbor District are almost universally opposed to the Beverly-Westwood selection on account of the Bond issue.

We would like to be advised, if your Board, before making the selection, knew that a $700,000.00 Bond issue would be necessary to pay for same; And if not so advised, why you have not of your own volition re-considered your action since.

Your Board are neither legally or morally bound by your decision if you believe, as is undoubtedly the case, that "something has been put over" on the people here.

We think that the $700,000.00 Bond issue is illegal for several reasons.

1st. Misrepresentation and fraud in securing votes for the Bonds.

2nd. No Consideration for the Bonds. As other sites more advantageous, except to those residing in the vacinity of the site selected, were offered FREE and one site, the Palos Verdes, with a $1,000,000.00 Endowment.

3rd. No Privity of interest between the property owners and the Janss outfit. Proceeds of Municipal Bonds can not be given to Donators (?) of property to an-

...highway information was issued by the touring bureau of the Automobile Club of Southern California under date of the 22nd inst. Motorists wishing further data may obtain it by communication with the club:

Los Angeles to Venice, Ocean Park and Santa Monica: A choice of several paved roads is available to these beach cities, either by way of Washington, Pico, Wilshire or Santa Monica Boulevards, with the exception of a small detour, somewhat rough in places, located on Pico Boulevard, one mile east of Pruess Road.

Palo Verdes Estates: The road along the ocean from Clifton-by-the Sea through the Palo Verdes Estates to Point Fermin is open and reported in fair to good condition. For the first eleven miles after leaving Clifton-by-the-Sea motorists will find a good graveled road, with the next two miles very rough and sandy. The remaining nine miles to Point Fermin is somewhat narrow and cut up, but all very easily passable. This trip makes a very interesting and scenic Sunday drive, although it is rather disagreeable when wet. The return route from Point Fermin made into San Pedro, then over a choice of several paved roads to Los Angeles.

Los Angeles to Oak Glen: Two optional routes are available to Redlands—via the Foothill Boulevard through San Bernardino or ...Boulevard through

tered over the new bridge seven miles north of Oceanside.

On the Inland route, pavement is continuous, with the exception of two miles of good dirt road just south of Elsinor and 2.8 miles south of Bonsall.

San Bernardino Mountains: All roads leading to Big Bear Lake are open and reported as being in very good condition, although construction work is under way on the Cushenbury Grade, which necessitates careful driving. Both roads leading to Arrowhead Lake are also in very good condition, either by way of Waterman Canyon or by way of Hesperia.

LOS ANGELES CAL., EXAMINER

JULY 26 1925

NEW REDONDO ROAD STARTED

Work was commenced last Thursday on the coast road from the present border of the Palos Verdes estates below Lunada bay to Miraleste above San Pedro, it was announced yesterday by Palos Verdes officials.

The building of the coast road is one of the most important ... road development ... Palos Verdes in many months. It is being built by the Palos Verdes Syndicate, which own the remainder of the Palos Verdes rancho not included in the 3200 acres of the present development.

Jay Lawyer, who is western representative for Frank A. Vanderlip as well as manager for the Palos Verdes Estates, presided at the ground-breaking ceremonies Thursday when Contractor C. E. Crowley commenced work on this road which is to link Rendondo and San Pedro with a shore line highway.

The new road is to be nine miles in length, and the work of grading and surfacing is estimated to coast in the neighborhood of $500,000. The present road, though narrow and rough has for many years carried a heavy motor traffic, due to the beauty of the scenery along the coast, and the completion of the new road will be an important scenic addition to the highway system of Los Angeles County. It is estimated that it will take about eight months to grade and surface the new road.

REDONDO BEACH, CAL., BREEZE—18S JUNE 27, 1925

Palos Verdes Will Have Phones Thru Redondo Exchange

Despite rumor to the contrary, the Palos Verdes homes will be connected with the Redondo telephone exchange. Any attempt of any other phone company to connect from Lomita will be discouraged, according to the State Railroad Commission.

A delegation from the Redondo Chamber of Commerce went to Los Angeles this week to confer with the railroad commission and brought back the welcome news that Redondo would have the Palos Verdes phone business.

GLENDALE, CAL., NEWS—9

JUNE 27, 1925

LOS ANGELES COUNTY SHOWS HUGE GROWTH

More Than 3,000,000 People Now Reside In Territory, Is Estimate; Figures On Cities, Various Communities

By GIL A. COWAN
For Southland News Service.

LOS ANGELES, June 27.—Census figures in 1930 will show more than 3,000,000 people enumerated in Los Angeles county, or more than half of the expected 6,000,000 population of the state of California! This statement is not so amazing today as it might seem, for the writer casually inquired of Hugh Pomeroy, a resident of Glendale, who is secretary of the Los Angeles Regional Planning commission, what his guess on population was today for the county's population.

Quick as a flash, he replied, "Three million," and he has to use that arbitrary figure now because projects under way will not be complete until that number of persons must be cared for. The planning commission cannot work without vision, but the forecasts must coincide with actual growth.

Forgetting Secretary Pomeroy's figure for a minute, let us analyze the estimated population in the various parts of Los Angeles county today so as to better realize what tremendous strides are being made without much ado.

Remarkable Growth

First of all, Los Angeles city, including its far-famed Hollywood, the San Fernando valley annex, the harbor district comprising San Pedro, Wilmington and Terminal Island, not to forget Sawtelle and several more recently annexed communities, totals no less than 1,250,000 if all noses were counted.

Los Angeles really doesn't realize the tremendous growth within its bounds because of the scattered effort, particularly in the San Fernando valley where thousands of people have been added in the last six months. On Terminal Island, for instance, in the harbor, there are 7000 residents, nearly 5000 of whom are engaged in the fishing industry and sometimes are home between seasons. San Pedro and Wilmington also are growing more rapidly than imagination comprehends.

According to the Long Beach Press-Telegram, the population of that center now is estimated at 135,000, but its trade territory, including Signal Hill, Virginia City, and a half dozen other communities, swells the total well over 150,000.

Solidly Built Up

Between Los Angeles and its greater harbor district are found Vernon, Watts, Compton, Torrance, El Segundo, Harbor City, Willowbrook, Davidson City and a lot of unincorporated territory that is so solidly built up that fire departments, business sections, school districts and other city conveniences are necessary for more than 100,000 population.

However, that is not the most populous area of the county, for Pasadena, South Pasadena, Alhambra, San Gabriel, San Marino, Arcadia, Monrovia and Azusa, not to forget Covina, Sierra Madre, Glendora, Altadena, Flintridge and other communities in that section,

(Turn to page, 6, col 3)

Girard and the farming district with their hundreds of homes, and the census will show upward 100,000 additional.

There's Tourists, Too

There you have over 2,250,000 listed right now, to say nothing of

Mrs. Lewis H. Jackson had as her guests Mr. and Mrs. Felix Salmond and their two children, Jean and Muriel, and Mrs. Joseph Zuckerman, president of the Bay Cities Music association, at a luncheon given Thursday in the La Venta Inn, Palos Verdes.

Mr. Salmond, who is a noted cellist, will play Sunday evening following the services at the Presbyterian church.

SAN PEDRO, CAL., NEWS 1

JULY 27 1925

NEW PALOS VERDES ROAD IS STARTED

Work is under way on the coast road from the present border of the Palos Verdes estates below Lunada bay to Miraleste on the hills back of San Pedro, according to an announcement by Jay Lawyer, western representative of Frank A. Vanderlip and manager of the project.

Nearly $500,000 will be spent in grading and surfacing the new road, which is being constructed by C. E. Crowley, contractor. The Palos Verdes syndicate, which owns the portion of of the rancho not included in the 3200 acres of the present development, is building the new road.

Eight months will be required for the construction of the road, it is estimated.

...Angeles
...TIMES
...28 1925

...DO BUILDING
...RRIES CITY DADS

...AL CORRESPONDENCE]
...DO BEACH, July 27.—
...s Verdes Company today
...he old Redondo Hotel
...which it has occupied for
...wo years, moving into its
...k office building on the
...des hills. The new home
...es and purchasing force
...s'ory structure, the first
...ic-center buildings to be
... the tract. The Redondo
...ding, the property of the
... become the subject of
...ussion among the Board
...s, as what to do with it
...e a problem. Bids have
...ved for the wrecking of
...ngs, with C. D. Brown
... as highest bidder on an
...f $3070, and a bid from
...ing-Mead Company of
...e wrecking of the build-
...or the removal of all ex-
...rick dining hall and an-
... which will probably be
... into a home for the
... Legion.

SAN PEDRO, CAL., NEWS 17

JULY 28 1925

MANY ATTEND ANNUAL CHAMBER LUNCHEON

Reservations were heavy for the chamber of commerce membership luncheon held this noon at the organization's headquarters, 512 South Palos Verdes street, according to chamber officials in charge of arrangements. Paul Clagstone, western manager for the United States Chamber of Commerce, was the guest of honor and principal speaker, and A. E. Henning, president of the local chamber, was in the chair.

SANTA MONICA, CAL., OUTLOOK
JULY 28 1925

Think This Out

By ROBT. P. HOLLIDAY

On the Fourteenth of August the people of Santa Monica will be called upon to make an important decision. On that date bonds will be voted for the buildings of a sewer line which will forever eliminate the dumping of all all sewage into the ocean, and the people will be asked to approve the granting of $120,000 to the state for the purchase of the university site in Westwood.

Consider them one at a time. For years and years, in fact as long as Santa Monica has been here it has suffered from the stigma of polluting the ocean with its sewage. The world knows this is true. It is no secret, so we might as well discuss it. Because we have always winked at what is a filthy habit, does not make it right and will not eliminate the menace to not only the health or our own people, but that of the entire Southland. The theory that sewage dumped off the end of the pier will be swept to sea by the outgoing tides is all well and good when it works, but sometimes it may not work.

By voting the sewer bonds in the amount of $395,000 this menace will be eliminated. A sewer line will be built from Santa Monica to Del Rey where it will connect with the main line of the Hyperion outfall and forever solve our sewage problems. Pacific Palisades and Venice will both connect with the Hyperion outfall and the polluting of the Pacific ocean in the vicinity of our bathing beaches will cease.

Now as to the cost. Three hundred and ninety-five thousand dollars seems like a lot of money, and it is under certain circumstances, but when that sum is being expended to protect the health of a great community it is an insignificant sum. This city would lose many times that amount if the state health department took a notion to close up our bathing beaches because of the pollution of the ocean. This is always liable to happen.

The city commissioners have driven a hard bargain with the city of Los Angeles. Venice has co-operated to aid Santa Monica by granting a right of way for the sewer line through her city limits. It has taken every variety of scheming and co-operation to make this solution possible. Certainly it will be a short sighted man or woman who will vote against these bonds. Once the truth of the matter is realized an affirmative vote becomes a moral duty.

Cesspools in back yards are relics of antiquity. They are dangerous and disease breeding. The dumping of sewage into the ocean directly in front of a great city is merely creating a great cesspool not in our back yard, but in our front.

The University

The opportunity to bring a great university, destined to be the greatest in the west, to the very doors of a city is one which should not be considered lightly. To bring this university to the suburbs of Santa Monica depends upon the voting of $120,000 in bonds on the same day the sewer election is held.

This money will be used to pay for the land upon

HERMOSA BEACH, CAL.,
BREEZE —65
JULY 20 1925

Celebration to Dedicate Plaza Structure; First in The Palos Verdes

A great celebration to dedicate the completion and opening of the Gardner building, the first arcaded plaza structure at Malaga Cove, will be held at 2:30 p. m., Sunday, September 13, at which time every lot owner of Palos Verdes states and friends from all the cities round about will meet in the plaza for appropriate open-air exercises and speeches, followed by a reception and the formal opening of the building. The mayors of all adjoining cities, the presidents and secretaries of chambers of commerce, particularly of the 16 cities which stood

TORRANCE, CAL., HERALD
JULY 31 1925

Will Spud Well On Palos Verdes Acreage at Once

Doheny Lease South of Lomita Regarded as Excellent Territory

Drilling on the Palos Verdes acreage recently leased by the Petroleum Securities Company, Pan American subsidiary, will be started at once, field representatives of the big producing company said today.

The test well will be located about a quarter of a mile south of Redondo boulevard and just west of Western avenue. Orders for rig material have already been placed and construction of the derrick will be started in a few days.

According to oil men here, geologists regard the area leased by the Doheny organization as excellent potential oil land.

HUNTINGTON PARK, CAL.,
NEWS-
JULY 31 1925

Los Angeles to Venice, Ocean Park and Santa Monica

A chaice of several paved roads is available to these beach cities, either by way of Washington, Pico, Wilshire or Santa Monica Boulevards, with the exception of a small detour, somewhat rough in places, located in Pico Boulevard, one mile east of Pruss Road.

The road along the ocean from Clifton-By-The-Sea through the Palo Verdes Estates to Point Fermin is open and reported in fair good condition. For the first 11 miles after leaving Clifton-By-The-Sea motorists will find a good graveled road, with the next 2 miles very rough and sandy. The remaining 9 miles to Point Fermin is somewhat narrow and cup up, but all very easily passable. This trip makes a very interesting and scenic Sunday drive, although it is rather disagreeable when wet. The return route from Point Fermin made into San Pedro, then over a choice o roads to Los Ang

REDONDO BEACH, CAL.,
BREEZE—193
JULY 30 1925

Building Activities Are Lively in Palos Verdes Given School Playground

A number of new homes are dotting the hillsides of the Palos Verdes, and the art jury has just recently put the stamp of approval on a number more. Improvements are going along steadily, and visitors returning who saw the place a year ago are astounded by the progress made

The Homes association is most active, with the following plans to be carried out:

Adoption of a budget for the next fiscal year beginning July 1, acceptance of more than 200 acres of new parks deeded by Palos Verdes Project, the deeding of a portion of Malaga Cove playground to Palos Verdes school board for the new school, and the appointment of a new building commissioner were the principal items of business of Palos Verdes Homes association (the community improvement association in which every building site has one vote) during the month of June. The budget of May 15th presented by the manager showed an estimated expenditure necessary during the coming year of $66,820 and a revenue from next year's taxes, building permit fees, and possible public funds amounting to $32,500, the balance of the

LOS ANGELES, CAL.,
ANGELES MESA NEWS—
JULY 31 1925

PALOS VERDES CO. PLANS TO DEVELOP ITS WATER SYSTEM

The Palos Verdes Water company has applied to the State Railroad commission for authority to issue $200,000 of additional capital stock. The issue is to be taken by the Bank of America, as trustee for the Palos Verdes estate. The proceeds are to be used for the developmet of the company's water system in Los Angeles county.

LOMITA HILLS IS SCENE OF NEW ACTIVITY

Petroleum Securities To Spud in Soon; Other Wells To Start

The Petroleum Securities company, the Doheny interests, will spud in on the Hollingsworth location in the Lomita Hills within the next few days. Foundations for the first steel derrick, and steel for the structure are on the ground. Boilers have been set and the gas lines laid for the boilers. Water supply has already been provided.

Field men for the Doheny company report it is the prevailing belief of geologists and Mr. Doheny and son, that the Lomita Hills field will become the largest producer of any field yet opened in California. Signal Hill not excepted.

The well to be spudded in at once is known as the Hollingsworth location, and it is thought other locations will be spudded even before the first well gets very far under way, so strong is the belief of the leases that oil will be had in gushers.

As is the case with most big producing fields, the Lomita-Hills field is a series of rises and mounds, and locations are hard to reach, necessitating much grading and opening of new roads. Several crews of road builders are working in various places in the hills, preparatory to the setting of other rigs.

The Hollingsworth location is about one-fourth of a mile from Redondo boulevard, just off of Narbonne avenue, and the field is known to oil men as the Lomita Hills field.

LA VENTA INN, Palos Verdes, on the cliffs overlooking the ocean, is constantly filled with gay luncheon and dinner parties. Within less than an hour's ride from Los Angeles it attracts many motor parties throughout the long summer days.

California Southland August 1924

REDONDO BEACH, CAL.,
BREEZE—19S
AUG. 1 1925

WILL TEST HILLSIDES FOR OIL

1744

Petroleum Securities Co. Will Explore Palos Verdes Section

MAY GET NEW POOL

Great Interest Taken in Showings of Wildcat in Tract

Great interest is taken in Redondo as to the outcome of wildcatting in the adjacent Palos Verdes hills.

The Petroleum Securities company, owned by E. L. Doheny, is ...ink test wells on the north... side of the hills on what ...e an extension of Nar... avenue, less than a mile

Western Artery Open to Harbor

1744

Western avenue is now open and paved all the way to San Pedro.

Last Tuesday the new paving on the five and a quarter miles of new road, between Lomita and San Pedro, was finished and the road thrown open to traffic by the county road department.

The new portion of Western which completes the connection

Building continues active at Palos Verdes Estates during the summer months. Final approval was given recently by the art jury to plans for an English type house for Mrs. John Gilmore just east of Valmonte plaza on Hawthorne avenue, and for a residence for Mrs. Sam Sias on Via La Selva in Malaga Cove.

A residence to be built on Via La Selva by the Comstock-Wiley Company was likewise given final approval, as were the plans for the new riding academy to be built for O. C. Clasby in Valmonte. Construction is well under way on the home being built by Miss Myra Reynolds on Via Montemar, and the beautiful residence of Frederick Law Olmsted on the bluffs at Malaga Cove is practically complete.

LOS ANGELES, CAL., RECORD
AUG. 3 1925

PLANNING TEST WELLS

1744

Redondo, Aug. 3.—The Petroleum Securities company (E. L. Doheny controlled) will explore its 1100 acres in Palos Verdes hills section, sinking test wells on northeast side of hills on what would be extension of Narbonne avenue, less than a mile south of the Redondo-San Pedro road.

LOS ANGELES, CAL., EXAMINER
AUG. 3 1925

Pan-American Will Drill in Palos Verdes

1744

One of the most interesting announcements of the week in wildcat well circles is that of the Pan-American Petroleum Company's intention to drill a well on Palos Verdes Hills. The Pan-American has selected the Berkshire property and will drill a test well about three-quarters of a mile northwest of the Keck Syndicate test well, drilled two years ago.

SAN PEDRO, CAL., PILOT
AUG. 3 1925

TEST WELL TO BE DRILLED ON PALOS VERDES

1744

Doheny Lease South of Lomita To Be Prospected

The Paos Verdes Hills, which have been prospected for oil in several different places during the past few years, are to have another test, this time by the Petroleum Securities Company, E. L. Doheny's principal operating corporation in Southern California. A crew is already engaged in building a derrick for the Doheny well on the northeast side of the hills, on the extension of Narbonne avenue, about one-half mile south of the Redondo-Wilmington Boulevard, and drilling will be started as soon as machinery and equipment can be moved in.

The Petroleum Securities has ac...

REDONDO BEACH, CAL.,
BREEZE—19S
AUG. 4 1925

Palos Verdes Scene of Much Activity

1744

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LOS ANGELES, CAL.
SOUTHWEST TOPICS—...
AUG. 6 1925

...EST TOPICS, THEM...

WESTERN AVENUE OPEN TO HARBOR

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Western avenue is now open and paved all the way to San Pedro.

The new paving on the five and a quarter miles of new road, between Lomita and San Pedro, was finished and the road thrown open to traffic by the county road department.

The new portion of Western which completes the connection with the harbor, is paved with an oiled and crushed rock surface twenty feet in width, with the exception of about a mile through the Miraleste subdivision of the Palos Verdes Estates, where the road is of the "double barrel" type, with a fifty-foot parkway in the center.

The opening of the last unit of Western provides a new and scenic route to Los Angeles harbor. The road climbs to a considerable elevation where its circles the eastern end of the Palos Verdes hills, and from Miraleste commands a marine view over the harbor that is much like many of the splendid vistas from the San Francisco hills.

At Miraleste will be intersection with the coast road from Redondo to San Pedro, upon which work was commenced last week by the Palos Verdes Syndicate.

LOS ANGELES, CAL., EXAMINER
AUG. 9 1925

Palos Verdes Roads Remain Open to Public

1744

According to Harry Clarke, one of the executives of the Palos Verdes Estates, the recently published report that the Palos Verdes roads had been closed indefinitely during construction was without any foundation.

"Palos Verdes roads are not closed at all," says Mr. Clarke. "As a matter of fact, we are building a new road from the end of the present good road over to San Pedro, but the road is not closed."

LOS ANGELES, CAL., EXAMINER
AUG. 9 1925

PALOS VERDES HOME FINISHED

1744

Recent completion of John Wehrman's home in the Miraleste townsite of Palos Verdes, overlooking San Pedro, has inaugurated an era of building activity there. Two more homes are to be built there in the immediate future, one for Earl Shook, who is building a five-room bungalow, and one for Mr. and Mrs. D. F. Suiter, who are planning a $9000 home on the Via Lorenzo.

Final plans for both residences went before the Palos Verdes Art Jury last week for approval, and construction on both will commence at once.

Though Western avenue has been open and paved less than two weeks, a surprising amount of traffic, particularly on Sunday, has already developed over this route, and is bound to greatly stimulate interest in the possibilities of the eastern slopes of the Palos Verdes hills as home sites.

SAN PEDRO, CAL., PILOT
AUG. 10 1925

Two New Residences Will Be Erected in Miraleste District

1744

A. M. Ferguson, San Pedro sales manager for the Palos Verdes Estates, announced today that construction on two new residences in the Miraleste district, just above Western avenue, will begin next week. Both are being located on sites commanding an excellent view over the harbor and the city.

One of the new dwellings is being built for Mr. and Mrs. B. F. Suiter of San Pedro. W. A. Vivian has the $9000 contract. The house will contain six rooms.

Mrs. Earl Shook, also of this city, is having a $7000, five-room erected on her property. I. C. Berns is the contractor.

Both houses are to be of Spanish design with tile roofs and stucco exteriors. The plans were approved last Wednesday by the Palos Verdes Art Jury.

Commercial Plans

LOS ANGELES, CAL.,
PACIFIC INVESTOR—564
AUG. 11 1925

Dominguez—

The outlook for a deep sand and new development at Dominguez is not improving. The Marland Oil Company is making a determined effort to get something good in a deep sand, and give old Dominguez a new lease on life, but to date the efforts of the company have not met with any great success. The Marland Oil Company has drilled 5,700 feet of hole and, aside from some minor show... a mile northwest of the ... dicate test for a well. Over on the Santa Monica or west side of the Palos Verdes Hills, geologists believe there is a monaclinal structure that carries production, and that shallow drilling may open another Inglewood oil field.

ARCADIA, CAL., JOURNAL
AUG. 12 1925

CITY PLANNERS DISCUSS VARIED TOPICS AT MEET

1744

More than one hundred members of the County Association of City planners attended the eighth monthly meeting of the body which was held last Saturday at El Segundo.

The question of uniform tree planting came up for discussion and was determined as the principal subject for the next meeting of the association to be held at the Palos Verdes estates, September 12th. The value of uniform tree planting is becoming better recognized and a number of Southern California cities will undoubtedly take some steps in that direction in the near future. Beverly Hills is the outstanding example of what can be done in the way of uniform planting.

C. J. S. Williamson, secretary of the association, and at present assisting in the rebuilding of Santa Barbara, told of what Santa Barbara

LOS ANGELES, CAL., EXPRESS
AUG. 13 1925

SCHOOLS WILL HAVE BIG GAIN IN TEACHERS

1744

1600 More in County For New Term

TOTAL OF 13,500

More Pedagogues Than 1900 Population

Approximately 1600 teachers are expected to be added to the faculties of Los Angeles city and county schools with the opening of public schools next month, according to estimates made by Mark Keppel, county superintendent of schools.

Mr. Keppel bases his estimate on growth during the 1923-24 and 1924-25 terms, particularly in the districts lying outside the corporate limits of the city of Los Angeles.

At the close of the school term in June there were 11,950 teachers in the public schools. This figure represented an increase of 584 over the number employed during the 1923-24 term and, basing his estimate on increased enrollment for the coming year, Mr. Keppel believes that at the end of the 1925-26 term approximately 13,500 teachers will be employed.

GREAT GROWTH SHOWN

The growth of Los Angeles during the past quarter of a century

Bridle Trails in Tract Furthered

1744

Three miles out of a total of fourteen miles of bridle trails contemplated for Palos Verdes Estates already have been completed and work is proceeding rapidly on the remaining portion of the system. The new riding academy and stable for O. C. Clasby at Valmonte is likewise almost ready for occupancy, and its completion promises to bring many lovers of horseback riding to Palos Verdes.

In adition to the bridal trail system, the ranch roads of the 13,00... acres of the Palos Verdes outside of the present development of the Estates are open to riders, and give a range of travel for them equaled in few places in Southern California.

LOS ANGELES, CAL., EXAMINER
AUG. 17 1925

E. G. Lewis Plans City for Vets at Atascadero

SANTA BARBARA, Aug. 16.—E. G. Lewis, founder of Atascadero and Palos Verdes and recent principal in a $10,000,000 bankruptcy proceedings, has another plan to his "dream city." Construction of a miniature soldiers' city at Atascadero to cost $350,000 is to start

SAN PEDRO, CAL., PILOT
AUG. 18 1925

THE TIME IS NOW

NO city in the world furnishes a better opportunity for sound planning and faithful execution that this one on the eastern slope of the Palos Verdes hills facing San Pedro bay.

Today it has the opportunity to become the city beautiful of the Pacific coast, but at some cost. Tomorrow the cost will be greater. It will be still greater the day after tomorrow and will increase steadily. If put off too long, measures that are truly heroic will be necessary to give the city its place among the beautiful created spots of the world.

At comparatively little cost at the present time our chain of parks can be extended and beautified. Cabrillo beach, a basic necessity to our progress, can be finished, and we can set our feet firmly on the road to steady and certain growth. The future of San Pedro rests largely in the hands of people who have not yet arrived, and to bring them at the earliest possible time is the chief concern of the business interests of the city. The work which has been done in Vista Del Oro and other residence districts, the rapid rise of a city composed largely of new arrivals, is an index to the future. The ever-rising tide of seekers for homes on the shores of the Pacific will find them somewhere and San Pedro, with natural advantages not equaled anywhere else, should see that their city is beautified and its public improvements are equal to those of competing cities in every way, as indeed, they are in almost everything excepting only parks and playgrounds.

And right now is the time to push the work along this line for every day adds to the cost of needed land and every day is a day less in the growth in plants and trees which go to make a city beautiful.

LOS ANGELES, CAL., TIMES
AUG. 23 1925

ROAD WORK IS REVEALED IN PICTURES

Palos Verdes Projects Are Shown in Airplane Views Depicting Progress

Airplane pictures secured by the Rogers' Airport revealed in striking fashion the progress of the road work on the Palos Verdes estates in the Malaga Cove and Valmonte section. The skillful manner in which the scheme of the road system has been fitted to the rolling hills and sloping terraces was also revealed graphically by the views taken from the air.

A traveled surfacing of excellent quality has already been placed on all of the main roads in the Mala-

SAN PEDRO, CAL., NEWS
AUG. 24 1925

RAIL AND SHIP MEN ENJOY BEACH PICNIC

More than 30 leading officials of railroads and steamship companies in this district, back at their duties today, worked with lively memories of a picnic and barbecue on the Palos Verdes Estates, conducted Saturday afternoon by the management of two big Los Angeles hotels. The guests don't deny enjoying themselves hugely in the fat men's race, one-legged contests and trencher duty with meat prepared according to time-honored Mexican recipes.

POMONA, CAL., BULLETIN
AUG. 29 1925

SECRETARY WILL ATTEND MONTHLY MEETING AT BEACH

J. M. Paige, secretary of the Pomona Chamber of Commerce, will attend the monthly meeting of the commercial secretaries of Southern California at Redondo on Saturday. A turkey diner will be served at noon, followed by a business session and an auto tour of Palos Verdes estates. A surprise address is to be delivered at the dinner.

REDONDO BEACH, CAL.,
BREEZE—19S
AUG. 29 1925

Working on Road to San Pedro over Palos Verdes Hills

Work began several weeks ago on the new coast road to run from Lunada Bay to Miraleste and San Pedro by way of Portuguese Bend. This will be a scenic route along the ocean shore and when completed will be patronized by thousands of motorists.

It is expected that the work will be completed some time near the first of the year.

The present road over the Palos Verdes hills is rough, but can be traversed. But a new paved highway will not only cut off quite a distance from the present way, but will furnish a road in view of the ocean much of the way.

HERMOSA BEACH, CAL.,
BREEZE —65
AUG. 19 1925

REDONDO IS GROWING SAYS C. OF C. SEC'Y

Executive of the Redondo Chamber Shows How Increase Comes

IN ALL DEPARTMENTS

Five Years Has Made a Vast Difference In Community

Secretary Gene Bradbury of the Redondo Chamber of Commerce has been seeking statistics to show that the beach city is having a gradual, steady growth. And each set of figures gathered by him, tend to show just what has happened in Redondo for the past five years.

"Most of us living in Redondo Beach," said the secretary, "Cannot realize the rapid growth and development that has taken place during the past five years. Here are a few comparative figures compiled by the Chamber of Commerce that show the rapid strides being made by this community:

Building Permits

1920	1925
$293,000	$1,042,000

Population

1920	1925
4,913	11,500

Bank Deposits

1920	1925

state and we are just entering upon a period of the greatest prosperity this community has ever experienced.

LOS ANGELES, CAL., TIMES
AUG. 23 1925

Rail and Ship Chiefs Guests of Two Hotels

Leading officials of the railroads and steamship companies of Los Angeles were entertained at a picnic given at the Palos Verdes Estates by the management of the Ambassador and Alexandria Hotels yesterday afternoon.

The event, which is conducted annually by the two hotels, was in charge of Manager Frank of the Ambassador and Manager Latrop of the Alexandria, the guests numbering thirty-one. One of the chief features of the outing was a barbecue dinner prepared according to ancient Mexican formulas under the direction of the Ambassador chef.

The transportation men forgot their dignity for the afternoon, enjoying themselves hugely by indulgence in such time-honored and exhilarating sports as fat men's races, one-legged men's broad, high jumps and the like.

VERDES SHOWN

Total sales on subscriptions, real estate and income from other sources of the Palos Verdes Project totaled $4,367,140.07 to April 30, last, according to a financial statement released yesterday. Of this sum the company expended $1,045,412.89 for the purchase price and taxes on 3200 acres, $2,380,038.36 for improvements, and smaller sums for other expenses.

Between April 30 and the date on which the project will be completed, it is estimated in the report that receipts will total $26,396,822.99. The largest income is expected from the sale of land, estimated at $14,497,700 on present value, and $5,508,000 as the estimated increase in value in the interval before the project is finished. Nearly $2,000,000 is due on subscriptions, and more than $1,600,000 on real estate sales now consummated.

The total value of land selections and land sales to April 30, is placed at $7,405,400.

SAN PEDRO, CAL., NEWS
AUG. 26 1925

SPEND MILLIONS AT PALOS VERDES

Total sales on subscriptions, real estate and income from other sources of the Palos Verdes project totaled $4,367,140.07 to April 30, last, according to a financial statement released today to San Pedro investors. Of this sum the company expended $1,045,412.89 for the purchase price and taxes on 3200 acres, $2,380,038.36 for improvements, and smaller sums for other expenses.

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The total value of land selections and land sales to April 30, is placed at $7,405,400.

RIVERSIDE, CAL., ENTERPRISE
AUG. 29 1925

SCHOENTHAL IS TO ATTEND MEETING IN L. A. SATURDAY

Riverside's Southern California fair will be boosted by Meyer L. Schoenthal, secretary of the local Chamber of Commerce, when he attends a meeting of the Commercial Secretaries association of Southern California today. Schoenthal has planned an address to be given to the gathering at Redondo Beach this morning.

Others from this county who are to attend the conference of the Chamber of Commerce secretaries today are James L. Davis, secretary of the Riverside County Chamber of Commerce, and A. G. Price, Chamber of Commerce secretary at Corona.

Business sessions at today's conference will be in the morning and afternoon. Another after-dinner feature is an automobile ride through the Palos Verdes estates.

LOS ANGELES, CAL., EXAMINER
AUG. 30 1925

New Road Helps Realty Project

Completion of the paving by the county of Los Angeles from the Redondo boulevard to the north entrance of the Palos Verdes Estates has resulted in greatly increased Sunday traffic into the estates.

Grading is proceeding rapidly on the extension of the Coast road from Palos Verdes to San Pedro, and Contractor C. E. Crowley has practically completed the work of grading as far as Point Vicente.

The new road follows the line of the cliffs very closely, and promises to be one of the most beautiful shore drives in the vicinity of Los Angeles when completed.

LOS ANGELES, CAL., TIMES
AUG. 30 1925

Finish Redondo to Palos Verdes Street Paving

Paving has just been completed by the Los Angeles county road department on the piece of road between Redondo and the north boundary of the Palos Verdes Estates. A rock and oil macadam surface twenty feet in width has been provided.

Rapid progress is being made by Contractor C. E. Crowley on the coast road between the southern boundary of the estates and San Pedro. Grading is practically complete as far as Point Vicente, and the finished grade will be given a temporary surfacing of macadam as rapidly as possible.

The new road follows very closely along the edge of the cliffs and promises to become one of the most attractive drives in the vicinity of Los Angeles upon its completion.

LOS ANGELES,CAL., EXAMINER

AUG. 30 1925

Work Progressed

MALIBU ROAD WILL BE OPEN WITHIN YEAR

Improvement South of Laguna to Connect at Serra With Main Artery to San Diego

With the letting of a contract for the 9.8 miles of road between Newport and Laguna and work progressing on the new highway between Los Flores and Sequit Canyon, the coast highway skirting the Pacific from Oxnard to San Diego rapidly is nearing completion. This is officially known as Route No. 60 n the state highway system, and covers approximately 130 miles, almost every foot of which is within sight of the ocean.

Not only will the new highway provide an additional main artery for north and south travel, but it will bring to the view of the motorist some of the choicest of California's most gorgeous scenery which heretofore has been inaccessible. This is particularly true where the road will cut through the Malibu ranch, where the State Highway Commission is building 16.1 miles, extending approximately eight miles north of Santa Monica, where the paving now ends, directly up the coast through land that for years has been closed to visitors.

LINK AT PALOS VERDES

This construction is in Los Angeles County and will practically complete the coast highway in this county, with the exception of the proposed road along the coast of the Palos Verdes estates near Los Angeles Harbor.

Some months ago the coast highway between Huntington Beach and Newport was completed, and on August 14 a contract was let for 9.8 miles from Newport to Laguna. Work is progressing from Laguna to San Juan Creek, a distance of 7.4 miles, where grading and surfacing is being done. This will complete the length connecting with the state highway from San Juan Capistrano to San Diego, which already extends along the coast, and will become a part of the coast line highway from Mexico to Ventura.

STATUS OF IMPROVEMENT

The state is spending over $250,000 for the road through the Malibu, and it is expected that this will be ready for opening some time next summer. The Newport and Laguna section is expected to be finished some time this year.

The status of the improvement at present on the new coast road as outlined by officials says:

"From El Rio on the stat[illegible]h-

LOS ANGELES,CAL., EXAMINER

AUG. 30 1925

of materials.

STUCCO RESIDENCE

Plans are being prepared by Joseph J. Roberts, Long Beach architect, for the erection of a two-story and basement [illegible]om

LOS ANGELES,CAL., EXAMINER

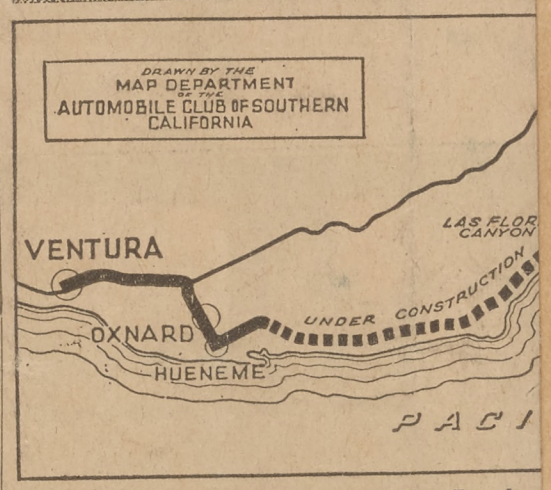
AUG. 30 1925

Palos Verdes to Get Post Office

Notification reached Los Angeles postoffice officials last week of the creation of a new postoffice at Palos Verdes. The official name for the new office is Palos Verdes Estates, and E. L. Etter was appointed as postmaster.

Quarters have been secured in the new Gardner Building at Malaga Cove. With work on the new school house well under way, the first business block already complete, the postoffice established and a Chamber of Commerce organized, Palos Verdes is beginning to take on all the airs of a real municipality.

Where Rolling Surf



Top (at left) is entrance to Malibu Ranch, right) Stretch of ocean front highway nort tura to Serra, prepared by the Automobile

August

ST 30, 1925.—[PART V.]

Palos Verdes is Recognized by Post Officials

Recognition of the substantial growth of the community at Palos Verdes was given last week by the Postoffice Department with their creation of a postoffice with the official title of "Palos Verdes Estates," and the appointment of B. L. Etter as the postmaster. The new office will have quarters in the M. Gardner Building at Malaga Cove.

Pending the completion of the $55,000 schoolhouse now under construction at Palos Verdes, the new Gardner Building will temporarily house the first school session to be held at Palos Verdes, and about [illegible] retary.

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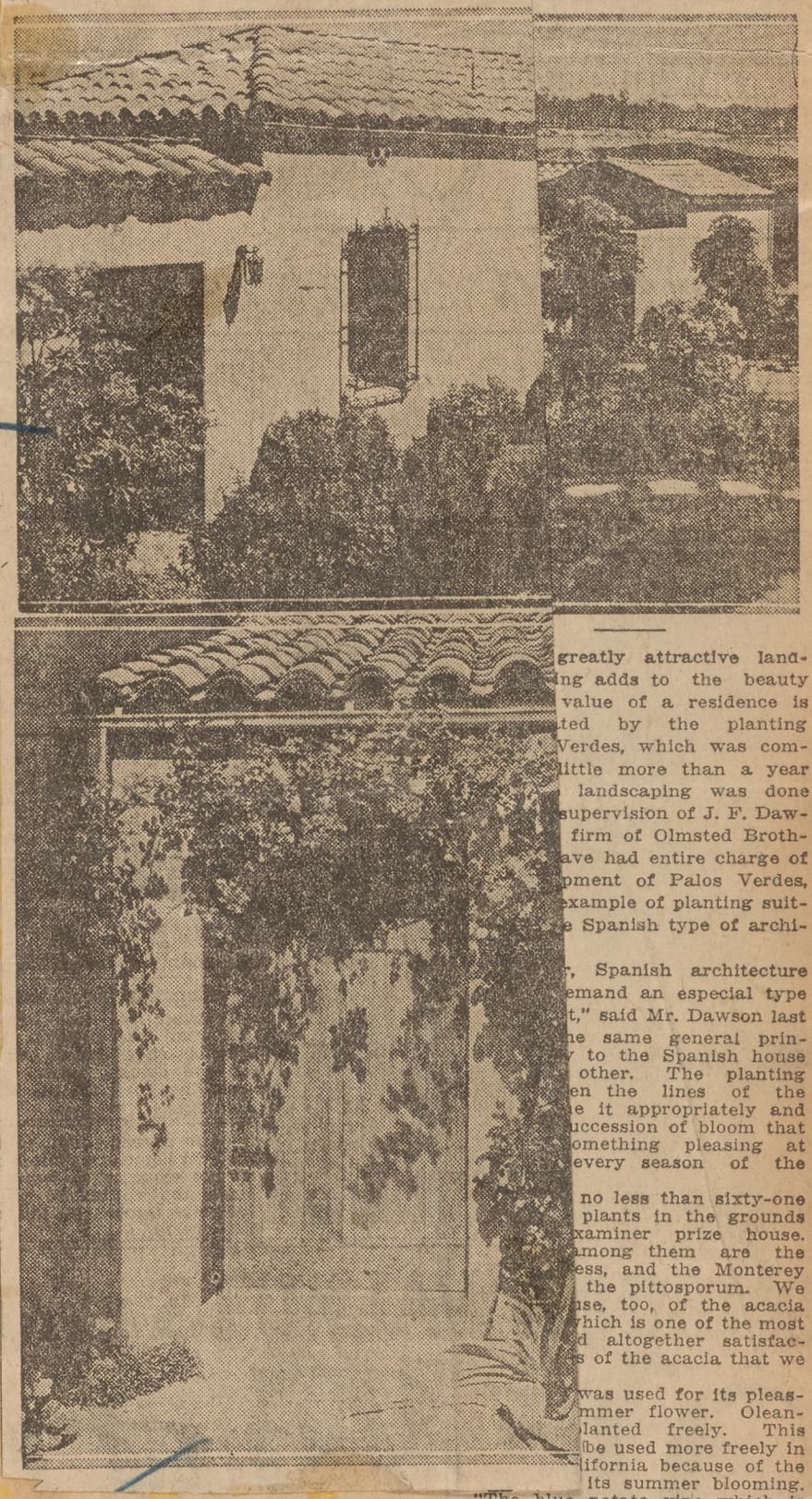
Pending the completion of the $55,000 schoolhouse now under construction at Palos Verdes, the new Gardner Building will temporarily house the first school session to be held at Palos Verdes, and about twenty-five children are expected to attend the first semester, which opens on September 8.

In keeping with the other civic developments, a Palos Verdes Chamber of Commerce has just been organized, with W. T. Selleck, manager of the Palos Verdes Golf Club, and formerly with the United States Chamber of Commerce at Washington, D. C., as president, and A. I. Janssen as secretary.

Landscape Wautifies

AN example of attractive landscaping is demonstrated in the planting around The Examiner prize house [illegible] *completed under the* [illegible]. *Dawson. Shrubbery* [illegible]*wn below.*



greatly attractive land- ng adds to the beauty value of a residence is ted by the planting Verdes, which was com- little more than a year landscaping was done supervision of J. F. Daw- firm of Olmsted Broth- ave had entire charge of pment of Palos Verdes, example of planting suit- e Spanish type of archi-

r, Spanish architecture emand an especial type t," said Mr. Dawson last he same general prin- to the Spanish house other. The planting en the lines of the e it appropriately and uccession of bloom that omething pleasing at every season of the

no less than sixty-one plants in the grounds xaminer prize house. among them are the ess, and the Monterey the pittosporum. We se, too, of the acacia hich is one of the most d altogether satisfac- s of the acacia that we

was used for its pleas- mmer flower. Olean- lanted freely. This be used more freely in lifornia because of the its summer blooming.

"The blue potato vine which is now in bloom and the plumbago are also effective and we have used them both quite extensively. Spanish broom is another plant that is especially excellent for Southern California planting.

"A hybrid tea rose, the William Allen Richardson, was used to climb above some of the doorways, and has proved very satisfactory both for foliage and bloom. Cherokee roses and the little "rock roses" were also planted freely.

"Coprosma, big nonia, Mexican orange and rosemary are some of the other plants we made use of. The soil and the mild winter climate of Palos Verdes combine to stimulate plant growth, and The Examiner prize house offers an example of what a single year will accomplish under favorable conditions in Southern California."

SAN PEDRO, CAL., PILOT
AUG. 31 1925

WEHRMAN HOME IS BULLETIN FEATURE

The August number of the Palos Verdes Bulletin features several attractive views of John Wehrman's home, on Via Colinita, Miraleste, in the Palos Verdes Estates. One of the views shows a bird's eye view of the handsome new residence looking east over San Pedro and Los Angeles harbor while another pictures the west patio and grounds of the estate.

Work was started recently on the grading of the new coast road in the Palos Verdes Estates from the end of the present graded road at Lunada Bay, to extend to Miraleste and San Pedro by way of Portuguese Bend which will complete the scenic route around the ocean shore. The road will practically follow the route of Paseo del Mar, the highway which skirts the edge of the bluffs. East of Portuguese Bend the route climbs sharply to the northeast, entering Miraleste.

For the improvement in developing this new road over $300,000 has been appropriated by the Palos Verdes Estates. The work will probably be completed by the early part of next year according to the announcement made in the Bulletin.

Besides the picture of the Wehrman home many other views of handsome new residences mark this month's Bulletin besides pictures showing the Palos Verdes Golf course and views of the Golf club and La Venta Inn.

SAN PEDRO, CAL., PILOT
AUG. 31 1925

MIRALESTE NIGHTS

A NIGHT drive over the Palos Verdes Hills along the new route of Western Avenue reveals one of the most spectacular attractions of California. Sublime and majestic as is the extended panorama of the southland by day, night shadows reveal wonders unseen in the bright glare of the days sunshine. The lights of twenty cities from Santa Monica down the coast toward San Diego connected by long lines of lighted boulevards, makes a picture from Fairyland which once seen is never forgotten. The day travel over the new route is fully up to expectations, but travellers and tourists have been slow to take advantage of the magnificent night display presented from the hills. A greater appreciation of this however, is beginning to be noted as more and more people are taking advantage of this wonderful roadway in the night hours stop to view the display from advantageous points. And every visitor becomes such a walking advertisement of the great scenic route that its wonders will soon be spread to the ends of the earth.

HOLLYWOOD, CAL., NEWS
AUG. 31 1925

THOROUGHFARE 130 MILES IN LENGHT WILL OPEN TO TRAFFIC IN FEW MONTHS

Southern California to Have One of Greatest Scenic Routes in World; New Contracts Are Let

Covering approximately 130 miles, almost every foot of which is within sight of the ocean, the new coast highway, skirting the Pacific from Oxnard to San Diego, will be opened to traffic early next spring, it was learned from official sources today.

Coupled with this announcement came another, that a contract for the 9.8 miles of road between Newport and Laguna had been let and that the work of grading and paving will start immediately. Progress on the new roadway between Las Flores and the Sequit Canyon also is nearing completion, forming another link in the highway which will give Southern California one of the greatest scenic roads in the world.

Not only will the new highway provide an additional main artery for north and south travel, but it will bring to the view of the motorist some of the choicest of California's most gorgeous scenery which heretofore has been inaccessible. This is particularly true where the road will cut through the Malibu ranch, where the State Highway Commission is building 16.1 miles, extending approximately eight miles north of Santa Monica, where the paving now ends, directly up the coast through land that for years has been closed to visitors.

This construction through the Malibu ranch is in Los Angeles county and will practically complete the highway in Los Angeles county, with the exception of the proposed road along the coast of the Palos Verdes estate near Los Angeles harbor.

The link between Huntington Beach and Newport today stands completed and work is progressing satisfactorily on the roadway from Laguna to San Juan creek, a distance of 7.4 miles. The state is spending more than $250,000 for the road through the Malibu. The next [illegible] section is

SAN PEDRO, CAL., NEWS
AUG. 31 1925

NEW PALOS VERDES ROAD IS COMPLETED

Paving has just been completed by the Los Angeles county road department on the piece of road between Redondo and the north boundary of the Palos Verdes Estates. A rock and oil macadem surface twenty feet in width has been provided.

Rapid progress is being made by Contractor C. E. Crowley on the coast road between the southern boundary of the estates and San Pedro. Grading is practically complete as far as Point Vicente, and the finished grade will be given a temporary surfacing of macadam as rapidly as possible.

The new road follows very closely along the edge of the cliffs and promises to become one of the most attractive drives in the vicinity of Los Angeles upon its completion.

CULVER CITY, CAL., NEWS
AUG. 31 1925

NEW ROAD WILL HELP TOURIST TRAVEL HERE

Will be Entrance to Territory Surrounding San Pedro

Completion of the paving by the county of Los Angeles from the Redondo boulevard, near here, to the north entrance of the Palos Verdes Estates has resulted in greatly increased traffic into the estates, it is said. This will interest all Culver iCt motorists inasmuch as it opens another artery to the territory in and around San Pedro via the beach.

Grading is proceeding rapidly on the extension of the Coast road from Palos Verdes to San Pedro, and Contractor C. E. Crowley has practically completed the work of grading as far as Point Vicente.

The new road follows the line of the cliffs very closely, and promises to be one of the most beautiful shore drives in the Southern California when completed.

LOS ANGELES, CAL.,
PACIFIC INVESTOR—5M4
SEPTEMBER 1, 1925

SMALL PARCELS

The High Spots of Realty and Industrial Development in Southern California

Completion of the paving by the county of Los Angeles from the Redondo boulevard to the north entrance of the Palos Verdes has resulted in greatly increased traffic on this boulevard.

Grading is proceeding rapidly on the extension of the Coast road from Palso Verdes to San Pedro, and Contractor C. E. Crowley has practically completed the work of grading as far as Point Vicente.

The new road follows the line of the cliffs very closely, and promises to be one of the most beautiful shore drives in the vicinity of Los Angeles when completed.

Redondo Beach Cal
Advance
Sept 1-1925

COMMERCIAL SECRETARIES MEET IN REDONDO BEACH

At the meeting of the Commercial Secretaries' Association of Southern California held in Redondo Beach last Saturday fifty-seven chambers of commerce were represented.

The program started at 11:15 o'clock with six-minute talks by Harry Welch of Newport Beach, George Raymer of Fullerton, Carl Hyde of Torrance, J. W. Charleville of Burbank and E. A. Bradbury of Redondo Beach on "The Cities Financial Responsibility to the Chamber of Commerce." In this discussion it was brought out that several other cities operate the same as Redondo Beach, under a tax levy.

A turkey feed was given at the Elks' home at 12:15 o'clock, interspersed by a musical program by the Boys' Band, under the able direction of Harry Clubb, and a violin solo by Doris Lowe; also a violin duet by Doris Lowe and William Taylor.

The main address of the afternoon program by Dr. Gumaerre of the University of Southern California, was one of the most inspirational discourses that the organization has ever had. President George Bunton of Van Nuys, on account of having entered other lines of business, tendered his resignation, and First Vice-President Lou W. Johnson of Wilmington becomes the head of the organization. S. P. Morris, general chairman of the Santa Barbara relief, gave a very impressive talk on the urgent needs of Santa Barbara, and stated that unless the communities showed more speed in their relief work Santa Barbara was due to

AZUSA, CAL., JOURNAL—
SEPTEMBER 2, 1925

SECRETARY REPORTS GOOD REDONDO MEETING

Secretary C. A. Huffman attended the session of the Secretarial Association held at Redondo Beach last Saturday and reports a successful and interesting meeting. Two business sessions were held, one in the forenoon and the other in the afternoon. Luncheon was served at the Elks home, and special trips were arranged by Redondo people, one of them being a trip over the Palos Verde project.

A chief topic for discussion at the business sessions was "The City's Responsibility to the Chamber of Commerce," during which it was shown that many of the cities which are taking a lead in development levy a special tax for the support of the local Chamber of Commerce.

SAN PEDRO, CAL., PILOT
SEPTEMBER 2, 1925

Realtors See San Pedro's Advantages Both Land And Sea

Several score of realtors representing boards in fifteen communities in Southern California were guests of the San Pedro Realty Board at a conference at which plans were laid for the Eleventh district's participation in the State convention at Fresno in October. Boards from which delegates attended the conclave were those in the Eleventh district including Torrance, Bell, Bellflower, Maywood, Lynwood, Long Beach, Downey and Huntington Park and boards at Redondo, Inglewood, Santa Monica and Glenwood.

Preceding the conference a cruise was taken about the harbor during which the interesting features of the port were pointed out to the visitors by Frank Cryderman. After the cruise a tour of San Pedro and neighboring districts was made, the guests being taken to the highest point in the Vista del Oro district from which the inspiring panorama of city, harbor and ocean was seen. From this point the guests were taken over the new Western avenue boulevard through the Palos Verdes Estates and later a trip to Fort MacArthur where the big guns were viewed was made.

E. J. Del Ports of the State Association and president of the Eleventh district presided at the business session held in the afternoon at Robal Inn. Preparations were made for the State conference at Fresno in October and several speakers were heard in short talks. Among the principal speakers were Peter Richey of Bell and Gil A. Cowan, advertising manager of the California Real Estate Association Journal and several members of the Pasadena Realty Board.

In the evening the visitors were given a banquet at Robal Inn at which E. V. Reed, president of the San Pedro Board acted as toastmaster. Several important speakers were heard including Frank Merriam, speaker in the House of Representatives; Glen Willaman, secretary of the California Realty Association; Henry Barbour, past president of the State Association; C. T. Clegg, in charge of the caravan for the State convention and Frank Cryderman who presented a highly interesting address on statistics of San Pedro.

At the business session in the afternoon a resolution was passed congratulating J. R. Gabbert of Riverside upon his recent appointment by Governor Friend Richardson as Real Estate Commissioner of California.

Dancing to the tune of the Colleagues orchestra furnished by the Long Beach board in the Robal Inn ballroom completed the day's program.

Upwards of 150 delegates from the various Boards attended the affair which was marked as one of the most successful conferences ever held by the Eleventh district.

INGLEWOOD, CAL., NEWS—
SEPTEMBER 2, 1925

TRAFFIC EXPERT TO SPEAK HERE

Clarence R. Snethen, executive secretary of the traffic commission of the City and County of Los Angeles, has been secured as speaker for the public meeting of the Greater boulevard association, to be held at Inglewood Grammar school, Wednesday evening, September 16, at 7:30 p. m.

Snethen is an authority on the new traffic plan adopted by the City and County of Los Angeles and is particularly conversant with the traffic situation as relates to Inglewood. He will bring with him maps that show the relation of Inglewood to the new plan.

Harry Culver has been elected as one of the vice-presidents of the Highland Boulevard association, to represent the Culver City section, and Charles H. Cheney, consultant and city planner for the Palos Verdes Estates and dozens of cities throughout the Pacific Coast section, has consented to serve as director.

The organization now has a membership of nearly 100, and practically all of them have been secured without solicitation, fro mthose interested in the development of this important traffic artery.

A good program is being arranged by the executive committee of the association for the meeting of September 16, to which the general pub-

SAN PEDRO, CAL., PILOT
SEPTEMBER 3, 1925

FERGUSON JOINS C. OF C.

A. M. Ferguson, local sales manager of the Palos Verdes Estates is now a member of the San Pedro Chamber of Commerce. One of the four memberships carried by the Palos Verdes Syndicate was transferred to Ferguson at the request of J. Lawyer, general manager.

VENICE, CAL., VANGUARD—
SEPTEMBER 4, 1925

Palos Verdes to Be Scene of Plan Meet

The ninth annual meeting of the Association of City Planners of Los Angeles county will be held at the Palos Verdes clubhouse, Saturday, Sept. 12 at noon, according to a communication received by the Venice planning commission.

Three planting programs will be discussed and the association's secretary-treasurer, C. J. S. Williamson of Santa Barbara, promises that the question will be covered clearly and concisely in a manner which will be of benefit to all who attend.

Designs of homes and stores which have a great bearing on the general attractiveness of any community are also to be discussed, it is announced.

WHITTIER, CAL., NEWS
SEPTEMBER 4, 1925

Mobile Ride into Byersville

CITY PLANNERS MEET SEPT. 12

The Association of City Planners of Los Angeles county will hold its ninth monthly meeting at Palos Verdes Clubhouse, near Redondo Beach, on Saturday, Sept. 12, at 12 o'clock noon.

The program will be largely a discussion of tree planting, how it may be done, why it should be done and what it costs. Tree planting is almost a dire necessity and it means much to every community and to every individual.

A number of Whittier people are members of the Association and it is probable that this city will be represented at the meeting by a large delegation.

SAN PEDRO, CAL., PILOT
SEPTEMBER 4, 1925

PALOS VERDES OIL PROSPECTS LOOK BRIGHT

Pet. Securities Pick Up Favorable Showing at 1000 Feet

According to a report current this morning, the Petroleum Securities Company is preparing to set oil string in the Palos Verdes wildcat well on the Holingsworth property at 1000 feet. The report states that a creditable showing of oil sand was picked up at this level.

According to field men, the formation encountered at the wildcat have logged about 1000 feet higher than corresponding formation in the proven area of the Torrance and Lomita producing districts.

The showing picked up at 500 feet is the same, oil men say, an exists farther north at about 1500 feet.

It is reported today that the Jergins interests of Long Beach have started construction of a rig on the hill south of the Sidebotham gravel pits on Pennsylvania avenue, Lomita.

Extremely encouraging and promising oil showings were encountered by the Petroleum Securities Company at the Palos Verdes wildcat well at around the 500-foot level, it was learned from an authoritative source here.

The well is located west of Western avenue and about a quarter of a mile south of Long Beach-Redondo boulevard.

A distinct showing of oil was picked up at 500 feet and continued down to a considerably lower level, it is reported.

VAN NUYS, CAL., NEWS
SEPTEMBER 4, 1925

The ninth monthly meeting of the Association of City Planners of Los Angeles County, will be held at the Palos Verdes Club house, near Redondo Beach, Saturday, September 12, at noon. Several Van Nuys people are expecting to attend the meeting.

Los Angeles, Cal., Journal
SEPTEMBER 5, 1925

Lewis Files Amendment To Bankruptcy Assets

E. G. Lewis, of Atascadero, whose creditors now are seeking an adjudication of his $23,000,000 estate with a view of recovering part or all of their investments ,yesterday filed an amendment to his bankruptcy schedule in the office of United States Court Clerk C. N. Williams, which revealed a few hitherto undiscovered assets. The assets were added to the list now undergoing the scrutiny of Referee in Bankruptcy Earl E. Moss and the three trustees, Judges Robert M. Clarke and Victor Shaw and A .R. Rutherford.

The amended schedule listed 23 shares of stock in 10 of Lewis' Atascadero corporations. The actual value of the stock was not given, but the total possessed a par value of only $862. Also there was a membership in the Southern California Country and Athletic club, valued at $1000; $75.86 in cash in a Bakersfield bank; a steel derrick at an oil well in the Elk Hills district, valued at $500, and three horses, valued at $25 each.

Lewis' liabilities to date total $10,650,923.24; his assets covering his Atascadero properties and corporations, oil and mining interests and his claims in the Palos Verdes property, total $23,640,115.40, which includes unliquidated claims amounting to about $17,000,000, the value of which is questioned in the main, it was said.

SAN PEDRO, CAL., PILOT
SEPTEMBER 5, 1925

Starboard :-: Lights :-:

1744

We do a lot of fretting and fussing about how the city is to spend $15,000,000 harbor bonds on the harbor in front of us and overlook what is being done to build a great city of homes behind us. Yesterday one firm took out a building permit for 36 homes and it excited little comment. The financial statement of the Palos Verdes project shows that the estimated disbursements through the development of the 3200 acres of land held in trust will amount to $26,396,322.99.

* * *

And this takes in only one-fifth of the Palos Verdes Estates and the least valuable part of the big rancho. At the same ratio it will take to develop the entire Palos Verdes rancho at our very doors more than $130,000,000, or over five times the entire amount of harbor bonds voted by the city of Los Angeles. We worry too much about what is to be done to improve the harbor and too little about streets, schools, hotels, churches, and other community facilities needed to provide for future population.

* * *

The report from the office of the Harbor Commission that George F. Nicholson, harbor engineer, had submitted a zoning plan for the harbor that would put lumber yards along the valuable outer harbor frontage is all a mistake, we are assured by Charles Danker, assistant to Nicholson. On the contrary studies being made by Nicholson, but not yet subcitted to the commission, have resulted in a tenative map showing the entire outer harbor, with exception of the 146-acre tract, reserved for general cargo.

* * *

Nicholson would put all the lumber yards on the north side of the east basin, generally admitted to be a very good location for them, according to this map. With exception of the shipyards and Fish Harbor, he would reserve all the frontage south of the turning basis on both sides of the channel for general cargo. Oil shipments he

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ALHAMBRA, CAL., POST-ADVOCATE—S
SEPTEMBER 5, 1925

WILL REPRESENT ALHAMBRA WHEN PLANNERS MEET

1744

Elmer Burlingame to Attend Conference at Palos Verdos

Alhambra will be represented by several persons, chamber of commerce and municipal officials, at the next meeting of the Association of City Planners of Los Angeles County to be held September 12, at the Palos Verdes clubhouse. Elmer Burlingame, official delegate of the local chamber, will head the body of Alhambra representatives.

"Tree Planting" has been designated as the principal subject of the gathering and a number of experts along this line will discuss it. "Designs of Homes and Stores" is the second topic of the meeting and addresses will be made explaining how building may be made more beautiful without increasing the cost of construction.

Anyone in the city interested in city planning may attend the Palos Verdes meeting. Reservations should be made soon with the local chamber of commerce.

LOS ANGELES, CAL., EXAMINER
SEPTEMBER 5, 1925

CREDITORS FIX LEWIS PETITION

1744

New Assets, Declared Found, Cause Amending of Schedule of Promoter's Bankruptcy

Creditors of E. G. Lewis, promoter of the Atascadero estates, Palos Verdes and many other enterprises in California, yesterday amended the schedule in bankruptcy proceedings pending in the United States District Court.

Creditors state in a petition filed with C. M. Williams, clerk of the court, that they had discovered new assets as follows:

Twenty-three shares in ten Atascadero enterprises, having a par value of $862; a membership in the Southern California Athletic and Country Club, valued at $1000; cash in a Bakersfield bank, $75.86; a steel derrick in the Elk Hills oil field worth $500; three horses worth $75.

It became known yesterday that Judge James of the Federal Court will not accept the liquidation of W. P. Butcher, referee in bankruptcy in Santa Barbara, who some time ago offered his resignation when he could not agree with the plans of a creditors' committee.

LOS ANGELES, CAL., EXAMINER
SEPTEMBER 6, 1925

SALES CHIEF HONOR GUEST AT BANQUET

1744

Director of Palos Verdes Estates Given Farewell Dinner Before He Goes to Eastern Position

Members of the sales organization of Palos Verdes Estates on Friday evening held a dinner at Paulais in honor of Henry Clarke, director of sales of Palos Verdes since the inception of the project, who is leaving tomorrow for Chicago to accept a position there. Mr. Clarke goes East to assume management of a large industrial project for a group of Chicago and St. Louis capitalists, who in addition to extensive lumber and banking interests are the manufacturers of Celotex insulating lumber.

Henry Clarke

Mr. Clarke joined the Palos Verdes organization when the project was first conceived, and not only directed its underwriting, but when that was completed took over the direction of the sales of the land. presented him with a handsome gift at the dinner on Friday evening.

New stables and riding academy were completed last week at Palos Verdes Estates for O. C. Clasby, who has just occupied them with his string of twenty riding horses, which have been quartered near Palos Verdes for some time.

TRAILS EXTENDED

According to Jay Lawyer, manager of the Palos Verdes Estates, the work of extending the fourteen miles of bridle trails planned for the property is being rapidly accomplished.

"The trails have been so laid out that they do not cross the main traveled roads," said Mr. Lawyer yesterday. "By following the canyons and the ridges a system of trails has been worked out that avoids motor traffic and at the same time commands a series of magnificient outlooks over the ocean and over the plain to the north of Palos Verdes. Several miles of bridle trails have already been completed and the remainder will be finished as rapidly as possible, for the number of Los Angeles, Pasadena and Hollywood people who are daily coming to Palos Verdes to ride horseback gives proof of the immense popularity it enjoys today.

L A Times
Sept 6, 1925

New Plant for Riding School Is Completed

1744

Handsome new quarters for the Palos Verdes riding academy of O. C. Clasby were completed last week and occupied by the string of twenty riding horses which have been stabled near Valmonte on the Palos Verdes Estates for some time.

Work of extending the fourteen miles of bridle trails planned for the estates is being rapidly carried forward, according to Jay Lawyer, manager of Palos Verdes Estates. "The trails have been laid out so that they do not cross the main traveled roads," said Mr. Lawyer yesterday.

"By following the canyons and the ridges, a system of trails has been worked out that avoids motor traffic and at the same time commands a series of magnificent views. Several miles of the trails have already been completed, and the remainder will be finished as rapidly as possible. Many people from Pasadena, Hollywood and Los Angeles are daily coming to Palos Verdes to enjoy the novelty of horse-back riding near the sea shore."

L.A. Times
September 6, 1925

Sales Director Leaves City for Chicago Work

1744

Henry Clarke, who has been director of sales for Palos Verdes Estates ever since the inception of the project, left last week for Chicago, there to assume charge of a large industrial project for a group of Chicago and St. Louis capitalists.

Clarke is widely known in Los Angeles real estate circles. He joined the Palos Verdes organization when the project was first conceived, directed its underwriting, and later the sales of the land itself. Property sales at Palos Verdes under his direction have today reached 67 per cent of the total subdivided area, and aggregate millions of dollars.

A farewell banquet in honor of Clarke was given by the Palos Verdes sales organization on Friday evening at Paulais, and he was given a handsome present in token of his long services with the estates.

SANTA MONICA, CAL., OUTLOOK
SEPTEMBER 7, 1925

Planners Choose Trees as Topic At Palos Verdes

1744

Tree planting will be the major subject at a meeting of the association of City Planners of Los Angeles county to be held at the club house, Palos Verdes, next Saturday noon, it was announced today. Design of homes and stores in growing communities of the county will also be discussed, C. J. S. Williamson, secretary, informed members today.

Pomona's delegation to the session, at which all will be guests of the Palos Verdes estates, will be headed by J. M. Paige, county president, E. J. Sandford, president of the city planning commission, also expects to attend, as do Mr. and Mrs. L. R. Y. Hoover, C. G. Ross and others.

REDONDO BEACH, CAL., BREEZE—138
SEPTEMBER 8, 1925

City Planners Meet at Palos Verdes

1744

The Association of City Planners of Los Angeles County will hold their monthly meeting at the Palos Verdes clubhouse on Saturday, September 12, according to a notice sent out by the secretary of the association, C. J. S. Williamson. The meeting will be the ninth held by the association.

Tree planting will again occupy the interest of the association. The association has been working on a tree-planting system to cover the county. The details of how it can be done and why it is necessary and the cost of the project will be thoroughly explained at the meeting.

The association will also have under discussion the design of homes and stores over the county. This is a part of the association's drive to beautify Los Angeles county architecturally.

Redondo Beach comes in for a bit of favorable comment in the

SANTA MONICA, CAL., OUTLOOK
SEPTEMBER 8, 1925

Planning Expert to Address Association

1744

Harland Bartholomew of St. Louis, recognized as one of the greatest city planning experts in the world, will be one of the speakers at the meeting of the Association of City Planners next Saturday at Palos Verdes. Announcement that he is coming down from the north soon and will attend this Saturday meeting was made today by C. J. S. Williamson, formerly of Santa Monica, now serving as an expert at Santa Barbara.

"Mr Bartholomew is the best exponent of what city planning has done for various cities of the United States that I have ever heard," said the Santa Barbara man in a letter to the Outlook today. The St. Louis man was called into conference with other experts at San Francisco.

In his letter today Mr. Williamson says: "You are certainly to be congratulated upon the wonderful work you did for the university, sewer bonds and Santa Barbara. Your paper is like a breath of clean, fresh air up here."

Los Angeles, Cal., Herald
SEPTEMBER 8, 1925

Meeting Announced By City Planners

1744

The Association of City Planners of Los Angeles county will hold its ninth monthly meeting Saturday noon in the Palos Verdes clubhouse, near Redondo beach, it was announced today. The announcement of the meeting, made by C. J. S. Williamson, secretary-treasurer of the association, stated that many important questions relative to city planning were to be discussed at the meeting.

POMONA, CAL., BULLETIN—
SEPTEMBER 8, 1925

TREES TO BE SUBJECT OF CITY PLANNERS' MEETING SATURDAY

1744

Tree planting, how it may be done, why it should be done, what it costs and what it will mean to us, our children and our town, will form the general subject of what promises to be an unusually instructive session of the Association of City Planners of which J. M. Paige is president. This session will be held Saturday at the Palos Verdes Clubhouse near Redondo Beach. In addition to the subject of the trees there will be another important phase of the work discussed. This concerns the beautification of buildings throughout the county.

SAN PEDRO, CAL., PILOT
SEPTEMBER 8, 1925

BEACHES, PARKS AND HOMES

PARKS add not only to the beauty of a city, contribute to the health and happiness of its people, but add also very materially to its wealth. People of wealth do not choose the parkless city as a dwelling place, but rather the one amply provided by well distributed and cared for parks, and bring with them their possessions, adding to the assessable wealth of the city.

This ought to be very plainly understood by people familiar with the history of the harbor district. San Pedro on the west, which depended for its growth on shipping and industry, was outstripped by Long Beach, which played for beach and park attractions and enjoyable living conditions. The conversion of the best residence section of the latter city into oil territory and the development of the Palos Verdes estates as our back country reversed these conditions. The improvement of Cabrillo beach and the chain of parks which lies along our foothills should be just now the chief concern. Hardly anyone will question the prediction that the building of this beach and htese park improvements will add 50,000 people to the population of San Pedro in the next ten years and many place the gain at much higher figures. This will mean added value to every foot of land in San Pedro, which should share in their construction expense. It is not long before the Cabrillo beach proposition will be before our people in concrete form and it should be combined with the improvement of Alma and Leland parks, to the end that the work may be done on a single and comprehensive job.

POMONA, CAL., PROGRESS
SEPTEMBER 10, 1925

INVITE CITY TO PLANNING TALK

Claremont Interested In Topics Before Meet At Palos Verdes

CLAREMONT.—Citizens of this city are invited to attend the monthly meeting of the inter-city planning association to be held at Palos Verdes on Saturday September 12. Transportation will be arranged for those desiring to go, and Miss Lela Ackerman should be notified by Saturday. The machines will leave Claremont in time to be at Palos Verdes by noon.

The chief speaker at the meeting will be Harland Bartholomew of St. Louis, who is considered one of the foremost city planning engineers of the United States, being one of three men who are working on the Los Angeles major traffic plan. Miss Ackerman states that this is an unusual opportunity to hear Mr. Bartholomew.

The question of street tree planting will be discussed at the meeting.

LOS ANGELES, CAL.,
GREATER LOS ANGELES 240
SEPTEMBER 10, 1925

CITY PLANNERS TO HOLD MEETING AT PALOS VERDES

The ninth monthly meeting of the Association of City Planners of Los Angeles County will be held at Palos Verdes Clubhouse, near Redondo Beach, Saturday, September 12, at 12 o'clock noon.

The association has reached a point where it feels, that with the hearty co-operation of its members it can be of some real use to every community in Los Angeles County. The program that is being planned for the meeting Saturday, those who have had to do with its arrangement, feel is really worth while.

Members and officers of the association feel that a phase of planning that is apt to be overlooked in the enormous growth of Los Angeles County, is the design of its homes and stores. They feel that beauty can be attained without an increase in price, the only cost being a little civic pride and interest properly applied. The program Saturday is going to be confined to these two main topics. The association is also working on zoning data but do not expect to submit anything as yet.

Officers of the association feel honored at being invited to Palos Verdes, for Palos Verdes is the well defined nucleus of a completely planned city. The Palos Verdes Plan is accepted throughout the country as an example of how new cities should be laid out and the officials of Palos Verdes feel that the association is doing a good work with no attempt to obtain publicity for individuals.

SANTA MONICA, CAL., OUTLOOK
SEPTEMBER 8, 1925

"City Beautiful" Meeting Subject At Palos Verdes

Sawtelle Chamber Invited by City Planners to Dinner

Representatives of the Sawtelle Chamber of Commerce have been invited to attend the ninth monthly meeting of the Association of City Planners of Los Angeles county, at the Palos Verdes club house, next Saturday. The meeting will begin with a dinner and a discussion to follow.

Tree planting will be one of the subjects to be discussed, C. J. S. Williamson reported. Among some of the phases to be considered are the questions of how it may be done, why it should be done, what it costs and what it means to the community. It is expected that representatives of the chamber of commerce will get some valuable information about these matters.

Another subject of interest will be the design of homes and stores. City planners believe that Southern California can have beauty in architecture with no increase in price, if civic pride is aroused so that people who plan to build will give some consideration to this matter. According to J. Challen Smith, discussion on this subject should bring out facts of interest to residents of the Sawtelle district.

LOS ANGELES, CAL.,
ILLUSTRATED DAILY NEWS
SEPTEMBER 9, 1925

PLANNERS TO MEET

The Association of City Planners of Los Angeles County will meet on Saturday in the Palos Verdes clubhouse, near Redondo Beach, it was announced yesterday by C. J. Williamson, secretary-treasurer. Problems relative to city planning are to be discussed.

HUNTINGTON PARK, CAL., SUN
SEPTEMBER 9, 1925

PLANNERS BODY PLANS MEETING AT PALOS VERDES

[illegible] desired by the county planners, probably the greatest stress will probably be made in the forthcoming discussions on the question of better building designs for the rural districts. The meeting is to be called to order following a luncheon at the club house, the announcement received here sets forth.

REDONDO BEACH, CAL.,
BREEZE—125
SEPTEMBER 9, 1925

Business Building to Be Dedicated at Palos Verdes

A celebration and dedication service is to be staged by the Palos Verdes Estates organization on Sunday afternoon, September 13. The services and celebration are in honor of the completion of the first arcaded business building and the paving of Malaga Cove plaza.

Those attending the celebration will hear the addresses by several well known speakers as well as music and other entertainments. The crowds wil be invited to drive over the properties and see just what has been done in the development of the estates of green hills.

The celebration will start promptly at 2:30 at Malaga Cove plaza. Everyone is invited to attend.

VENICE, CAL., VANGUARD
SEPTEMBER 9, 1925

City Plan Expert To Speak at Meet

Harland Bartholomew of St. Louis, recognized as one of the greatest city planning experts in the world, will be one of the speakers at the meeting of the Association of City Planners next Saturday at Palos Verdes, according to C. J. S. Williamson, secretary of the association, formerly of Santa Monica, now serving as an expert at Santa Barbara.

"Bartholomew is the best exponent of what city planning has done for various cities of the United States that I have ever heard," said Williamson in a letter to the press today.

REDONDO BEACH, CAL.,
BREEZE—198
SEPTEMBER 10, 1925

Drilling for Oil in Palos Verdes

The Palos Verdes hills, which have been tested twice already, and are now being drilled by the Petroleum Securities company, are to have another test well put down immediately. The A. T. Jergins Trust, which has a good production record in the Signal Hill field, is rigging up to drill about one mile north of the Narbonne wildcat of the Doheny interests.

The Jergins holdings comprise about 400 acres, and actual drilling will be started as soon a machinery and drilling equipment can be installed.

It was reported yesterday that the Petroleum Securities company was preparing for a test of its Narbonne well, but officials of the company denied that any important showings have yet been found, and asserted that the well was drilling ahead at 1049 feet. A string of surface casing was set at about 600 feet last week.

ALHAMBRA, CAL., POST-ADVOCATE—8
SEPTEMBER 10, 1925

LOCAL OFFICIALS WILL REPRESENT CITY AT MEETING

City Engineer Harry E. Blake, Commissioner G. S. Archer, Harold Conkling and George Guppy will be Alhambra's representatives at the next monthly meeting of the Association of City Planners of Los Angeles County to be held Saturday afternoon at the Palos Verdes clubhouse.

"Tree planting" and "Designs of homes and stores" are two of the topics that will be discussed by a number of experts along these lines.

Luncheon will be served at the clubhouse at noon.

It is probable that several other Alhambarns will attend the meeting in addition to the ones who have already signed up at the chamber of commerce to go.

MONROVIA, CAL. MESSENGER
SEPTEMBER 11, 1925

PLANNERS TO DISCUSS TREE PLANTING PLANS PALO VERDE SATURDAY

The ninth monthly meeting of the Association of City Planners of Los Angeles county will be held at Palos Verdes clubhouse, near Redondo Beach Saturday noon.

"The main topic for discussion will be tree planting," explains Jas. H. Jewell, Monrovia city planner; "how it may be done, why it should be done, what it costs, and what it means to us, our children and our town. This will be covered clearly and concisely, in a manner that will bring the message home to all in attendance."

Those interested in the development of our city are invited to attend bby the Monrovia planning commission, of which the following will be there:

A. J. Little, H. L. Kellogg, C. Price Holmes, Jas H. Jewell.

ARCADIA, CAL.—NEWS—
SEPTEMBER 11, 1925

The ninth monthly meeting of the Association of the City Planners will meet at the Palos Verdes Club House near Redondo tomorrow. The main subject for discussion will be tree planting and will be made interesting from the fact that the speakers are well acquainted with their subject. The question of zoning data may possibly come up—if not this time it will at the next monthly meeting.

SAN PEDRO, CAL., NEWS
SEPTEMBER 11, 1925

PALOS VERDES TO DEDICATE NEW BUILDING

Big Ceremony Planned Next Sunday in Adjacent Hills

In celebration of the dedication of the Malaga Cove Plaza at Palos Verdes Estates, and its first arcaded business unit, the new Gardner building, an elaborate program has been arranged for next Sunday afternoon, September 13, by the Palos Verdes Community association. Beginning at half past two in the afternoon the program will include music by the former American Legion band of Hollywood, and numbered among the speakers will be Congressman John D. Fredericks, Supervisor R. F. McClellan, Mayor George E. Cryer of Los Angeles, Mayor Ray R. Clark of Long Beach, Mayor George Cate of Redondo Beach, Honorable Frank C. Merriam, president and Frank Walton, vice president of the Harbor District Chamber of Commerce, Hugh R. Pomeroy, secretary of the County Regional Planning association, and Charles H. Cheney for the Palos Verdes Community association. Dr. Wiltsie Martin, pastor of the Hollywood Methodist church, will deliver the invocation.

Guests invited to sit on the platform include many prominent city and county officials, the mayors of adjoining cities, presidents and secretaries of chambers of commerce, particularly of the sixteen cities, which so strongly backed Palos Verdes as the site for the university and which include Redondo, Manhattan Beach, Wilmington, Lomita, Torrance, Hawthorne, Gardena, Lennox, Hermosa Beach, San Pedro, Harbor City, Long Beach, Inglewood, Lawndale, El Segundo and Compton. President W. L. Valentine of the Auto Club of Southern California and Carl McStay of the same organization; L. B. Slosson, president of the University Club of Los Angeles, and H. B. Gifford, secretary; George Jones, county roadmaster, and J. E. Rockhold, county surveyor are among the invited guests as well.

The Gardner building is a store and office building of two stories in the Spanish Renaissance style, with plaster exterior and terra cotta tile roof. The building was constructed from plans by Webber, Staunton and Spaulding, and is the first unit in their general scheme for the Malaga Cove plaza which has been officially adopted by the Palos Verdes Art Jury.

Following the celebration many of the guests will drive through the Estates to see the substantial development work that is in progress. The dedication on Sunday will be the largest public event so far staged in the history of Palos Verdes and a big attendance from among the thousands of people interested in the project is expected.

EL SEGUNDA, CAL. HERALD
SEPTEMBER 11, 1925

PALOS VERDES WELL PICKS UP SHALLOW OIL SAND; REPORT

According to reports current in oil circles, the Petroleum Securities Company is preparing to set casing in the well being drilled on the Hollingsworth property in the Palos Verdes hills. The well is said to be down 1000 feet and has already picked up a creditable showing of oil sand. According to reports from the well the formations encountered have logged about 1000 feet higher than those in the Torrance field.

SAN PEDRO, CAL., PILOT
SEPTEMBER 1, 1925

Celebration for Opening Malaga Cove Plaza Sun.

In celebration of the dedication of the Cove Plaza at Palos Verdes Estates south of Redondo Beach and its first arcaded business unit, the new Gardner building, an elaborate program has been arranged for Sunday afternoon by the Palos Verdes Community Association. Beginning at half past two in the afternoon the program will include music by the former American Legion band of Hollywood, and numbered among the speakers will be Congressman John D. Fredericks, Supervisor R. F. McClellan, Mayor George E. Cryer of Los Angeles, Mayor Ray R. Clark of Long Beach, Mayor George Cato of Redondo Beach, Frank C. Merriam, president and Frank Walton, vice president of the harbor district Chamber of Commerce; Hugh R. Pomeroy, secretary of the County Regional Planning Association and Charles M. Cheney for the Palos Verdes Community Association; Dr. Wiltsie Martiln, pastor of the Hollywood Methodist church, will deliver the invocation.

Guests invited to sit on the platform include many prominent city and county officials, the mayors of adjoining cities, presidents and secretaries of Chambers of Commerce, particularly of the sixteen cities, whish so strongly backed Palos Verdes as the site for the University and which include Redondo, Manhattan Beach, Wilmington, Lomita, Torrance, Hawthorne, Gardena, Lennox, Hermosa Beach, San Pedro, Harbor City, Long Beach, Inglewood, Lawndale, El Segundo and Compton.

President W. L. Valentine of the Auto Club of Southern California and Carl McStay of the same organization; L. B. Slessen, president of the University Club of Los Angeles and H. B. Gifford, secretary; George Jones, county roadmaster, and J. E. Rockhold, county surveyor are among the invited guests as well.

Following the celebartion many of the guests will drive through the Estates to see the substantial development work that is in progress. The dedication on Sunday will be the largest public event so far staged in the history of Palos Verdes and a big attendance from among the thousands of people interested in the project is expected.

ARCADIA, CAL., JOURNAL
SEPTEMBER 12, 1925

PLANNERS TO DISCUSS TREE PLANTING PLANS PALO VERDE SATURDAY

The ninth monthly meeting of the Association of City Planners of Los Angeles county will be held at Palos Verdes clubhouse, near Redondo Beach Saturday noon.

"The main topic for discussion will be tree planting," explains an interested member of the association, "how it may be done, why it should be done, what it costs, and what it means to us, our children and our town. This will be covered clearly and concisely, in a manner that will bring the message home to all in attendance."

Those interested in the development of our city are invited to attend.

POMONA, CAL., BULLETIN—
SEPTEMBER 12, 1925

CLAREMONTERS TO HEAR NOTED CITY ENGINEER IN TALK

CLAREMONT, Sept. 11.—That a number of Claremont residents will attend the monthly meeting of the inter-city planning association to be held at Palos Verdes, tomorrow, was assured today. Harland Bartholomew of St. Louis, who is considered one of the foremost city planning engineers of the United States, will be the chief speaker. Mr. Bartholomew is one of three men who are working on the Los Angeles major traffic plan.

Miss Lela Ackerman, secretary of the Claremont Chamber of Commerce, states that this is an unusual opportunity to hear this noted engineer. Transportation will be arranged for those desiring to go. The machines will leave Claremont tomorrow in time to be in Palos Verdes by noon.

Los Angeles, Cal., Herald
SEPTEMBER 12, 1925

Roberts Band at Lincoln Park, Palos Verdes Tomorrow

Two divisions of the Roberts Golden State band of Hollywood will offer concerts in different parts of Southern California on Sunday afternoon. While one section under the direction of Harold Roberts is playing at Palos Verdes, Glendon Ford, assistant director, will lead a brass ensemble of 30 pieces in a concert at Lincoln park.

The following selections are on the Lincoln park program:

The War Correspondent March.....Holmes
Echoes from the Metropolitan Opera House.Tobani
Presenting Irving G. Ulmer (cornet soloist)—
(a) Twilight Dreams.....Clarke
(b) Maria! Mari!.....Di Capua
Wedding of the Winds (waltz).....Hall
Requested: A Hunting Scene (descriptive)...
.....Bucalossi
INTERMISSION
Coronation March from "The Prophet".Meyerbeer
Presenting Bobby Gross (tenor soloist)—
(a Away from You.....Davis, Ager
(b) Are You Sorry.....Davis, Ager
Beneath Thy Window (O Sole Mio).....Herbert
Entr' Act .....Klohr
Fellowship March .....
Star-Spangled Banner

LOS ANGELES, CAL., ILLUSTRATED DAILY NEWS
SEPTEMBER 12, 1925

BAND TO GIVE TWO CONCERTS IN SOUTH

Two organizations, representing Roberts' Golden State Band will give concerts in Southern California tomorrow. One group will give a concert at Lincoln Park, under the direction of Glendon Ford, while Roberts will conduct a concert with another group at Palos Verdes, Redondo Beach. At Lincoln Park, Bobby Gross, tenor, and Irving G. Ulmer, cornet soloist, will give special numbers.

POMONA, CAL., PROGRESS
SEPTEMBER 12, 1925

Planners Learn Of Proper Trees

Nine Pomonans are at Palos Verdes today at the ninth monthly meeting of the Association of City Planners of Los Angeles county, at which Harold Bartholomew of St. Louis, nationally known planner, was to be principal speaker. Tree planting was announced as the major topic for discussion.

In addition to J. M. Paige, chamber of commerce secretary and president of the county planners, those who left here this morning are Mrs. Paige, Mr. and Mrs. Cornele G. Ross, Mr. and Mrs. Allen P. Nichols, Mr. and Mrs. L. R. Y. Hoover and W. A. Hollingsworth.

A large local attendance is anticipated for next month's session, to be held at Van Nuys with zoning as the subject.

LOS ANGELES, CAL., EXPRESS
SEPTEMBER 12, 1925

BOBBY GROSS ON LINCOLN PARK BAND PROGRAM

The Lincoln park band concert program for Sunday at 2 p. m. will present Bobby Gross, lyric tenor, and Irving G. Ulmer, cornet soloist, as concert features. The band will play a varied program, including many of the well-known opera airs.

Two bands from the Roberts Golden State band of Hollywood will be rendering concerts in different parts of Southern California Sunday afternoon at 2 p. m. Glendon Ford, assistant director, will lead the Lincoln park concert, while Mr. Roberts will conduct a concert to be given at Palos Verdes, Redondo Beach, with another group of the band instrumentaists. The band will be equally divided with 30 ensemble artists, each organization complete in itself. The band membership includes 65 of the leading brass artists of the Southland.

The Lincoln park program is as follows:

"The War Correspondent March".....Holmes
"Echoes from the Metropolitan Opera House".....Tobani
Presenting Irving G. Ulmer, cornet soloist:
(a) "Twilight Dreams".....Clarke
(b) "Maria-Mari".....Di Capua
"Wedding of the Winds," waltz.....Hall
"A Hunting Scene," descriptive.....Bucalossi
"Coronation March," from "The Prophet".....Meyerbeer
Presenting Bobby Gross, tenor soloist:
(a) "Away from You".....Davis, Ager
(b) "Are You Sorry".....Davis, Ager
"Beneath Thy Window" ("O sole Mio").....Di Capua
"Entr' Act".....Herbert
"Fellowship March".....Klohr
"Star Spangled Banner."

LONG BEACH, CAL., PRESS-TELEGRAM—10
SEPTEMBER 13, 1925

Palos Verdes Will Dedicate Plaza

Palos Verdes today will celebrate the dedication of a plaza at Malaga Cove. Dr. Wiltsie Martin, pastor of the Hollywood Methodist Episcopal Church, will be the principal speaker. Others to take part in the exercises at 2:30 P. M. are City Manager C. H. Windham of Long Beach; Assemblyman Frank F. Merriam and Charles H. Cheney, planning consultant. The Long Beach Chamber of Commerce also will be represented at the celebration. An attendance of 5000 is expected. A secondary reason for Palos Verdes to celebrate is its designation by the Unted States Government as a Post Office.

Los Angeles Times
Sept 13 — 1925

SOUTHLAND PLANNERS IN LUNCH MEET

More Than 150 Members Attend at Palos Verdes Country Club

More than 150 members of the City Planners of Southern California, representing cities and towns in all sections of Los Angeles county, met at luncheon yesterday in the Palos Verdes Golf Club to discuss problems affecting their work in this territory. The meeting was arranged by C. H. Cheney, secretary of the Palos Verdes estates, which acted as host to the planning experts.

Urging his hearers to "forget small details," Harland Bartholemew, consulting engineer of the Major Highways Committee of the Los Angeles Traffic Commission, addressed the City Planners after luncheon on the subject of "Success in City Planning." Bartholemew, who is now working on plans for New York City, and who is recognized as a leader in this profession in the United States, declared that "a broad-visioned plan always saves time and money in the long run." In illustration of his point, he stated that Chicago recently spent $6,000,000 tearing up its streets and rebuilding because of failure to vision the future in its original city plans.

Park Superintendent Orpet of Santa Barbara also spoke on tree planting on city streets. It was announced that the City Planners will hold their next meeting at Van Nuys in October.

L.A. Times
September 13, '25

DEDICATE MALAGA PLAZA

Elaborate Program for Celebration Includes Many Prominent Speakers of Southland

1744

Celebrating the dedication of the Malaga Cove Plaza at Palos Verdes Estates, and its first arcaded business unit, the new Gardner Building, an elaborate program has been arranged for this Sunday afternoon by the Palos Verdes Community Association.

Beginning at 2:30 p.m. the program will include music by the former American Legion Band of Hollywood, and numbered among the speakers will be Congressman John D. Fredericks, Supervisor R. F. McClellan, Mayor George E. Cryer of Los Angeles, Mayor Ray R. Clark of Long Beach, Mayor George Cate of Redondo Beach; Honorable Frank C. Merriam, president and Frank Walton, vice-president of the Harbor District Chamber of Commerce; Hugh R. Pomeroy, secretary of the County Regional Planning Association, and Charles H. Cheney for the Palos Verdes Community Association. Dr. Wiltsie Martin, pastor of the Hollywood Methodist Church, will deliver the invocation.

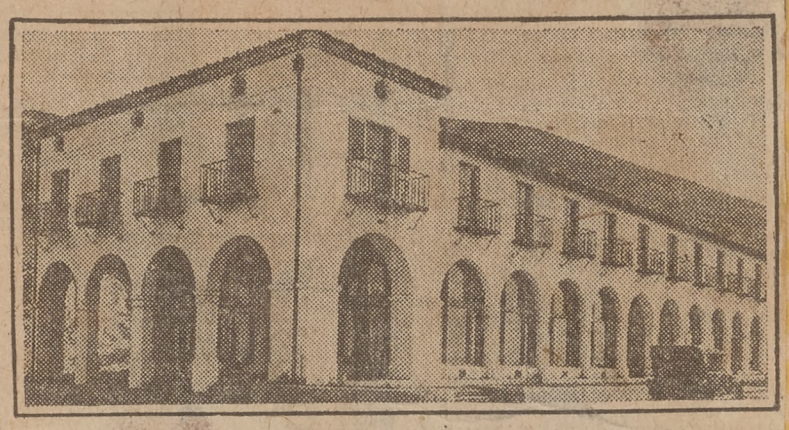
Guests invited to sit on the platform include many prominent city and county officials, the mayors of adjoining cities, presidents and secretaries of Chambers of Commerce, particularly of sixteen cities, which include Redondo, Manhattan Beach, Wilmington, Lomita, Torrance, Hawthorne, Gardena, Lennox, Hermosa Beach, San Pedro, Harbor City, Long Beach, Inglewood, Lawndale, El Segundo and Compton.

President W. L. Valentine of the Automobile Club of Southern California, and Carl McStay of the same organization; L. B. Slosson, president of the University Club of Los Angeles, and H. B. Gifford, secretary; George Jones, county roadmaster, and J. E. Rockhold, county Surveyor, are among the invited guests as well.

The Gardner Building is a store and office building of two stories, in the Spanish Renaissance style, with plaster exterior and terra cotta roof. The building was constructed from plans by Webber, Staunton & Spaulding, and is the first unit in their general scheme for the Malaga Cove Plaza, which has been officially adopted by the Palos Verdes art jury.

Following the celebration many of the guests will drive through the estates to see the substantial development work that is in progress. The dedication today will be the largest public event so far staged in the history of Palos Verdes, and a big attendance from among the thousands of people interested in the project is expected.

New Gardener Building



At Palos Verdes Estates

Above is photo of first arcaded business unit of the Malaga Cove Plaza, in the Palos Verdes Estates, which is to receive its dedication this afternoon. Many prominent speakers are scheduled to participate in opening ceremonies.

LOS ANGELES, CAL., EXAMINER
SEPTEMBER 13, 1925

SNETHEN WILL MAKE ADDRESS

Clarence R. Snethen, secretary of the Traffic Commission of Los Angeles city and county, has been secured as the pricipal speaker for the second public meeting of the Greater Highland Boulevard Association, to be held at Inglewood Grammar School auditorium, Wednesday, September 16, at 8 p. m.

Charles H. Cheney has accepted the appointment as member of the executive board from Palos Verdes, as has Parker V. Foster from Hollywood and David Barry Jr., from Los Angeles, subject to the approval of the membership.

This is a public meeting, open to anyone interested in the development of Highland boulevard from San Fernando Valley to Los Angeles Harbor.

LOS ANGELES, CAL., EXAMINER
SEPTEMBER 13, 1925

City Planners Meet at Palos Verdes Club

The Association of City Planners of Los Angeles County met yesterday noon at the Palos Verdes Golf Club, under the chairmanship of J. M. Paige of Pomona. The two subjects discussed were the matter of zoning in unincorporated territory and the best varieties of street trees for Southern California planting and their proper care.

LOS ANGELES, CAL., EXAMINER
SEPTEMBER 13, 1925

PALOS VERDES TO CELEBRATE

1744

The greatest public celebration held at Palos Verdes Estates is scheduled for this afternoon at 2:30 when the formal dedication of the Malaga Cove plaza and its first completed unit, the new Gardner building, is to take place in the plaza. Speakers include Congressman John D. Fredericks, Supervisor R. F. McClellan, Mayor George E. Cryer, Mayor Ray E. Clark of Long Beach; Mayor George Cate of Redondo Beach; Frank C. Merriam and Frank Walton, president and vice president of the Harbor District Chamber of Commerce; Hugh R. Pomeroy, secretary of the County Regional Planning Commission and Charles H. Cheney of the Palos Verdes Community Association, under whose auspices the celebration is being held.

Guests invited include many prominent city and county officials, and the presidents and secretaries of Chambers of Commerce of the sixteen cities surrounding Palos Verdes.

SANTA MONICA, CAL., OUTLOOK
SEPTEMBER 14, 1925

Morton Receives Birthday Honors At Group Meeting

Harold Bartholemew Tells of Planning Benefits

1744

Commissioner John A. Morton, of Santa Monica, was given a birthday surprise Saturday at the monthly meeting of the City Planners' Association of Los Angeles county, at Palos Verdes, where the regular order was suspended with the announcement that the planners would take time out to honor "one of their best beloved members" on the occasion of his birthday anniversary. Mr. Morton was named as this member and to his great surprise four waiters stalked in, each bearing a huge birthday cake, with his name inscribed on its frosting. He responded as best he could under the spell of the surprise and the 150 guests helped him to devour the cake.

Harold Bartholomew, a city planner of national fame, was the principal speaker. He devoted himself to general principles and the benefits of planning to various cities.

Street trees were discussed. It was the opinion of speakers that with all the handicaps that shade trees have between the sidewalk and street pavements that the preferred place for them is inside the property line. Commissioner Morton joins in approval of this idea, in fact has advocated it for some time. There was decidedly adverse opinion against the pepper or the eucalyptus trees for street parking places.

HOLLYWOOD, CAL., NEWS
SEPTEMBER 14, 1925

"su...

Foster on Highland Avenue Committee

1744

Parker V. Foster has been appointed to the executive committee of the Greater Boulevard association which is being formed to extend Highland avenue from Hollywood to the sea. Charles H. Cheney will represent Palos Verdes on the board, and David Barry, Jr., will represent Los Angeles.

Clarence R. Snethen, secretary of the Los Angeles traffic commission, will be the chief speaker at the next meeting of the Greater Highland Boulevard association, which will be held in the Inglewood grammar school auditorium on Wednesday, September 16, at 8 o'clock.

ALHAMBRA, CAL., POST-ADVOCATE—8
SEPTEMBER 14, 1925

Alhambra Has Delegation at City Planning Meet

1744

Six Alhambrans attended the monthly meeting of the Association of City Planners of Los Angeles County Saturday at the Palos Verdes Golf Club. One hundred and fifty persons were present and problems affecting planning work in this territory were discussed by several experts.

Alhambrans present were G. S. Archer, Tom Kerr, Mr. and Mrs. Elmer Burlingame and Mr. and Mrs. George Guppy.

Harland Bartholomew, consulting engineer of the major highways committee of the Los Angeles traffic commission, addressed the meeting on "Success in City Planning," urging his hearers to forget small details and declaring that a "broad visioned plan always saves time and money in the long run."

Park Superintendent Orpet of Santa Barbara spoke on tree planting on city streets. It was announced that the next meeting of the association would be held in Van Nuys in October.

HERMOSA BEACH, CAL., BREEZE
SEPTEMBER 15, 1925

Many Representatives from Redondo Meet at Planning Luncheon

1744

The luncheon of the City Planners of Southern California held at the Palos Verdes Golf club was one of the best attended meetings the association has held with over 150 representatives of cities and towns from all over Los Angeles County attending the meeting. The planners were the guests of the Palos Verdes Estates and the arrangements were made by C. H. Cheney, secretary of the realty company, for the meeting.

The association was addressed by Harland Bartholemew, consulting engineer of the Major Highways committee of the Los Angeles Traffic Commission. The subject of Bartholemew was "Success in City Planning." He pointed out the value of city planning by citing Chicago where they recently spent $6,000,000 rebuilding and tearing up streets because of their failure to visualize the future of the city when it was originally laid out. Bartholemew is at present working on plans for New York City. The planners were also addressed by Park Superintendent Orpet of Santa Barbara on Tree Planting. The next meeting of the planners will be held in Van Nuys it was decided.

VAN NUYS, CAL., NEWS
SEPTEMBER 15, 1925

CITY PLANNERS TO MEET IN VAN NUYS OCTOBER 10

1744

B. R. Holloway and George E. Hume of Van Nuys were present last week at the meeting of the Association of City Planners of Los Angeles County, which was held at Palos Verdes. A special program on tree planting was enjoyed. On October 10 the association will hold its tenth monthly meeting in Van Nuys, having been invited here by the Van Nuys Chamber of Commerce and the Associated Chambers of Commerce of San Fernando Valley. At the Palos Verdes meeting there were 146 present from 38 various cities and towns, and the attendance here, it is expected, will be about 150 persons, from different towns in Southern California. A special address on the zoning of San Fernando Valley will be made by Gordon Whitnall, manager of the City Planning Commission, and another on county zoning by Hugh R. Pomeroy, secretary of the County Regional Planning Commission. The association of city planners was organized through the efforts of the regional planning commission of which Mr. Holloway of Van Nuys is chairman.

WHITTIER, CAL., NEWS
SEPTEMBER 15, 1925

COMMUNITY TREE PLANTING IS DISCUSSED

City Planners at Monthly Meet Hear Every Phase of Vital Subject

The September meeting of the Association of City Planners of Los Angeles county was held at the Palos Verdes club house, Palos Verdes estate, on Saturday afternoon. John M. Kemmerer represented Whittier at the meeting, which was marked by special features on community tree planting, successful city planning, and an insight into the Palos Verdes plan and how it is applicable to general building development in Southern California.

Over 146 guests representing 40 cities and towns in the county were present. The address of welcome was given by Charles H. Cheney, city planning consultant for the Palos Verdes estate. After the response by President Paige, instructive addresses were delivered on community tree planting. The first address was by George Gibbs, Jr., now employed by the Palos Verdes estates in charge of planting for that company. Before coming to the Palos Verdes estates two years ago, Mr. Gibbs was employed by the park department of Rochester, New York, and has been for a number of years employed in horticultural lines. Mr. Gibbs directed attention to the California state tree planting act of 1893, amended in 1913 and 1915. By the provisions of this act, municipalities are empowered to form districts and levy assessments for the planting of trees in streets and public parks, also provide for the maintenance of these trees for a period of five years.

Mr. Gibbs explanied that in the planting of the Palos Verdes estates they had used a large number of eucalyptus and pepper trees, which are quite typical of California. The objection to the eucalyptus tree, on account of its roots interfering with the sewers and other underground municipal utilities was discussed and Mr. Gibbs explained that this objectionable feature of that tree was taken into consideration in their work. The pepper tree, which fosters a parasite that destroys tree scale, is a very desirable tree from the standpoint of the state horticultural commissioner; this, in spite of its being a tree which requires much attention due to the shedding of its berries and foliage.

Mr. Gibbs was followed by E. O. Ortet, superintendent of parks, Santa Barbara. Mr. Ortet has been engaged in the work of tree planting and maintenance for approximately 50 years. In the opinion of Mr. Ortet the following trees are the

(Continued on Page Three)

HERALD

...TING IS URGED BY THE CITY PLANNERS

The regular monthly meeting of the Association of City Planners of Los Angeles county was held at the Palos Verdes Country Club Saturday, September 12th. This meeting was most interesting and instructive, largely attended by representatives of practically every city, both incorporated, in Los Angeles county.

The principal topic under discussion was that of "Tree Planting," which subject was considered one of the most vital ones to practially all communities in the Southern part of California. There are so few trees in this part of the state that a very pronounced sentiment is being developed in favor of the planting of trees wherever possible with the view of further beautifying and enriching our home communities.

Mr. Harland Bartholomew, City Planner of St. Louis was the principal speaker. Mr. Bartholomew was particularly emphatic in his suggestion that one of the greatest needs of Southern California was several hundred thousand more beautiful trees.

C. W. Menser representing the city of Bllflower and C. C. Richards of the Chamber of Commerce attended this meeting and both were impressed with the fact that much good could be accomplished in Bellflower by a tree planting campaign here.

Mr. Menser obtained a good deal of information from Mr. Barthlomew which will later be of much value in assisting the citizens here in the proper planting of trees.

ultant of St. Louis, Mo., gave a alk upon the "Key to Successful Planning." The first requisite, acording to Mr. Bartholomew, in ity planning is the preparation of comprehensive plan, based upon he requirements to a certain date. n St. Louis the date of the plan s finally adopted was taken as the ear 2000. Working back from his date to the present time, they ave a plan which covers the matter of streets, rapid transit, other ransportation, recreation, zoning, nd art. There is just as much ikelihood of planning a street too wide as too narrow, with a resultant waste of money in either instance. The city of St. Louis since 1921 has been saved approximately $200,000 a year as a result of its city plan.

REDONDO BEACH, CAL.,
BREEZE —G3
SEPTEMBER 17, 1925

Notes of a Redondoan at The Meeting of Association of City Planners at Palos Verdes Golf Club

By A GUEST.

"There was a great attendance at the meeting of the Association of City Planners at the Palos Verdes Golf club, the host announcing that while less than 100 had made reservations, 146 were seated at the luncheon table. Redondo Beach was well represented by the mayor and trustees, commissions and committees, men and women all interested in the subject to be discussed. The affair took on the nature of an old-fashioned country reunion, with folks renewing old friendships.

"The first talk on 'Successful City Planning,' was given by Harlan Bartholomew, who spoke of the two essentials of city planning: first, a comprehensive plan, a plan that begins from 20 to 50 years hence and works backwards; second, to form public opinion. He said that the present tendency is to make things straight, and that we should teach the beauty of curves and curving lines, and shade. He deplored the lack of authority and funds for the use of city planners.

"Mr. George Gibbs, Jr., gave a short, sharp, practical talk on 'The Law, Cost, and Methods of Tree Planting.' He began by expressing his feelings on the tragedy of the loss of the beautiful old trees on Wilshire boulevard and Melrose avenue, Los Angeles. He said the excuse was that it was necessary to sacrifice the trees to widen the street. He asserted that it was not necessary to lose these trees. During the war Paris was compelled to give up her trees, but as soon as the war was over she at once replanted the whole city, and looking down from the tower you look into a forest of trees. Each tree has its own place the same as a building would have. If a tree dies, it is replaced. Mr. Gibbs told of the joy of walking around in the beautiful shaded streets and grounds of Sacramento. It is said that the capitol grounds at Sacramento are the most beautiful of any state capitol on account of the trees. When Mr. Gibbs was asked about the kind of trees he would advise for California, he said, 'Eucalyptus and Pepper,' hastening to say that he knew all about the arguments used against them; but there are arguments against all trees by those who do not want trees. These trees suit our climate better than elms, he said. He quoted from our California laws of 1893, 1913, 1915 on the community rights in planning and maintaining street trees and grass.

"E. O. Ortet, Santa Barbara superintendent of parks, gave a rollicking, fiery, and occasionally lurid, talk on tree planting in Santa Barbara. He began by saying that Santa Barbara has adopted the law mentioned by Mr. Gibbs as a city ordinance. He advised keeping some pepper trees for the benefit of the scale that loves them, because we can't hope to keep the bugs that eat the scale unless they have something to feed on. His two first choice of trees for streets and park are California Bay trees and California Live Oaks. He thinks Monterey Pines die too soon, about 45 years being their limit, and all pines are comparatively short lived. Other trees that he advises planting are Pittosporum, very good; Red Flowered Eucalyptus and Acacias, good. For narrow streets, Cypress Royley Italian; for wide streets, plant Magnolias. He gave details of expenses for buying, planting, and care of street trees. He advised planting the street trees on the property line, not in the parking. It was when he talked of some property owners and of maintenance that his language became so emphatic that those near him shouted with laughter, and approved strongly. Those of us farther away didn't get the words, but we clapped our approval of the sentiments.

"Mr. Charles Cheney's talk on the Palos Verdes plan was pertinent, and to the Redondo folk simply emphasized and explained what the grounds and buildings there so beautifully illustrate

CLAREMONT, CAL. COURIER 153
SEPTEMBER 17, 1925

Local I. C.P.C. Visitors Guests at Cheney Home

Local people attending the meeting of the Inter-City Planning Commission meeting at Palos Verdes last Saturday were Mr. and Mrs. Fred Lucas, Mrs. George Tyler, Mrs. Paul Jordan Smith, and Miss Lela Ackerman.

Those attending the meeting from all over southern California met at noon at the Palos Verdes Country Club for luncheon where they were addressed by some of the foremost authorities on city planning in the country. A discussion of special interest to the Claremont residents present was that of street tree planting.

After the luncheon the local people were guests of Charles Cheney at his Palos Verdes home overlooking the sea. Arriving at the Cheney home late in the afternoon, they enjoyed watching the lights come out along the beaches below, Santa Monica, Venice, and Ocean Park being visible from the city planner's home on the bluffs.

Over a hundred and seventy were present at the meeting Saturday, which was the regular monthly gathering of all interested in city planning in this region. It is hoped that at some time in the near future Claremont will be able to secure one of the gatherings, as the town is suited to entertaining a company of such character.

SAN PEDRO, CAL., NEWS
SEPTEMBER 17, 1925

CONFERENCE ON COAST HIGHWAY TO BE CALLED

To Take Up Matter of Outlets to Connect With Road

Conferences between chamber representatives and the owners of large properties west of San Pedro, including Roman Sepulveda and the San Pedro Golf and Country club, will be started immediately to take up arrangements for outlets from this community along the coast, it was stated today.

deeds in escrow, are to be considered in relation to road construction in the Palos Verdes Estates.

Free outlets completing the Twenty-sixth street route will be sought before the onset of the rainy season, which would make traffic impossible over the present roads, it is said.

President Henning was absent on other business when directors were called together yesterday. W. P. Tanner, vice president of the chamber board, presided in Henning's absence.

Torrance, Calif
Herald Sept 17, 1

TEST HOLE SPURS ON ACTION

1744

$1200 Bonus Per Acre Paid on One Lease Signed This Week

OPERATORS ARE ACTIVE

Land Near Boulevard Attracts Oil Men; Well Showings Secret

That the Petroleum Securities Company (Doheny subsidiary) is confident of the oil-producing possibilities of the Western avenue district in the Palos Verdes Hills was strongly indicated this week by a spirited campaign of leasing in the territory near the Doheny wildcat, which is now drilling around the 1600-foot level.

The Doheny organization this week leased eight acres near the wildcat from the Torrance Lime and Fertilizer Company. The tract is about 2500 feet west of the Petroleum Securities test hole.

Other companies were briskly endeavoring to secure leases. Owners of property in the Redondo boulevard section of Lomita have been approached by numerous company representatives with propositions.

One lease which is now in escrow provided for a bonus of $1200 an acre and 20 percent of the oil.

An offer of $8000 an acre was made to the owner, who did not sell.

No authentic data on the showings encountered at the Petroleum Securities wildcat were available this week. The company has closed its avenues of information. That the Doheny field men, however, are enthusiastic over the prospects is indicated by the activity of the organization's leasing department.

ARTESIA, CAL. NEWS
SEPTEMBER 18, 1925

Place and Time For Poultry Show

1744

The regular monthly meeting of the Association of City Planners of Los Angeles county was held at the Palos Verdes Country Club Saturday, September 12th. This meeting was most interesting and instructive, largely attended by representatives of practically every city, both incorporated, in Los Angeles county.

The principal topic under discussion was that of "Tree Planting," which subject was considered one of the most vital ones to practially all communities in the Southern part of California. There are so few trees in this part of the state that a very pronounced sentiment is being developed in favor of the planting of trees wherever possible with the view of further beautifying and enriching our home communities.

Mr. Harland Bartholomew, City Planner of St. Louis was the principal speaker. Mr. Bartholomew was particularly emphatic in his suggestion that one of the greatest needs of Southern California was several hundred thousand more beautiful trees.

Mr. Menser obtained a good deal of information from Mr. Barthlomew which will later be of much value in assisting the citizens here in the proper planting of trees.

EL SEGUNDA, CAL. HERALD
SEPTEMBER 18, 1925

El Segundo Represented at City Planners' Meeting Held September 12

1744

The regular monthly meeting of the Association of City Planners of Los Angeles county was held at Palos Verdes Golf Club on Saturday, September 12, and was attended by Mrs. Peter E. Binder, Mrs. Helen K. Brock and O. F. Peasnall from El Segundo. An interesting feature of the luncheon was the big borthday cake baked in honor of the birthday anniverasry of J. A. Morton of Santa Monica and presented by W. T. Sellick, manager of the Golf Club and president of Palos Verdes Chamber of Commerce. It was also discovered at the luncheon that Sunday and Monday were the birthday anniversaries J. M. Paige, president of the Association, and of Harland Bartholomew of St. Louis, Mo., the speaker of the day, so those present joined in a triple celebration.

The subject of Mr. Bartholomew's interesting talk was "The Key to Successful Planning," and he explained in detail the duties and powers of a City Planning Commission and how it should be formed, its relationship to the activities of the city council, etc. The preparation of a comprehensive city plan, the details of which should be executed only when the proper time had arrived, and after the costs had been carefully estimated, and the wishes of the people had been considered, with power to recommend its adop-

and requires too much care to prevent its drying out. Torrance was cited as an example of this method of tree planting.

Chas. H. Cheney in his talk on the adaptation of the Palos Verdes plan to general building development in Southern California stated that 90 per cent of the people who apply for building permits had no training in the art of design, and that all designs should be submitted to a planning commission for approval.

LOS ANGELES, CAL.,
SATURDAY NIGHT
SEPTEMBER 19, 1925

Delights of La Venta Inn

1744

Broad avenues that are flower-bordered are now leading upward over the rolling hills at Palos Verdes to La Venta Inn, which overlooks the ocean. Here, on one of the most picturesque sites of California, is a building of mission architecture charmingly adapted to modern uses, its patio guarded by a tower reached by an outside stairway and its terraces abloom with semi-tropical plants. This inn is small and strangely retiring in character, for it does not invite the world to patronize it; it has never advertised! As a matter of fact it does not solicit patronage, although it offers the most delightful overnight hospitality to the few—not more than half a dozen—who linger long after the delicious dinners, served as in a private home. For La Venta Inn is a part of the Palos Verdes estates; it is a signal in the sunlight and a beacon at night which gives assurance of the unflagging efforts of investors in the estates to make the remarkable dream of an ideal place of residence come true as rapidly as possible. Gradually, motorists from all parts of southern California are finding their way to this hilltop where they may rest and enjoy the sweeping view which embraces

a score of towns along the beach. Stately country homes have found, high above the ocean, terraces and ledges on which to rest and before another year has passed there is likely to be a well-settled region in which there is no haphazard building or banal planning. All that the skill of the landscape gardener and the municipal engineer can do to make attractive whatever man contributes to a spot especially favored by nature has been accomplished. Often, I have glanced up at the tower of La Venta from my place at Hermosa Beach, but it happened that I never drove up the curving driveways until the other day when it was my privilege to receive a welcome at the inn, where there is a hostess with a distinct talent for extending hospitality.

LOS ANGELES, CAL., TIMES
SEPTEMBER 20, 1925

NEW SALES MANAGER IS APPOINTED

Donald K. Lawyer to Direct Selling for Palos Verdes Estates

1744

Donald K. Lawyer, well known in Los Angeles real estate circles, has been appointed director of sales of Palos Verdes Estates, according to an announcement yesterday from the offices of that organization. For the past two years Lawyer has been manager of the Estates Mortgage and Building Company, which has been engaged in building and financing homes in Palos Verdes with marked success. His record with that organization, and the complete familiarity which it has given him with every feature of the Palos Verdes project, led to his selection as sales director.

Donald K Lawyer

Lawyer has been a resident of Los Angeles for nearly ten years. He has had wide sales experience in his field in several lines, for some time having been connected with the sales organization of Blyth, Witter. Later he operated a real estate office of his own, building homes and selling them as well as handling real estate.

The same policy of sales development that has been carried on by Palos Verdes since its inception will be carried out under the direction of the new executive.

LOS ANGELES, CAL., EXAMINER
SEPTEMBER 20, 1925

LAWYER GIVEN EXECUTIVE POST

1744

Appointment of Donald K. Lawyer as director of sales of Palos Verdes Estates was announced last week by officials of that organization. As manager of the Estates Mortgage and Building Company for the last two years Mr. Lawyer has made an excellent record, and this fact, combined with the complete familiarity with the Palos Verdes project which his association for the last two years has given him, led to his selection as the new sales executive for Palos Verdes.

Donald K. Lawyer

Mr. Lawyer has been a resident of Los Angeles for the last ten years. During a great share of that time he operated a real estate office.

San Pedro Pilot
Sept 23.

HUGE LIGHT FOR POINT DUE TODAY

Vincente Lighthouse to Be in Operation By Christmas

A United States Lighthouse Service tender ship with the 100,000 candlepower light for Point Vincente is due in port today. By Christmas time of this year the new lighthouse, located midway between San Pedro and Redondo Beach, will be in operation.

Structural work on the lighthouse and its auxiliary buildings, has been completed by Grant T. Johnson, a San Pedro contractor. With the installation of the light completed, work will commence on the beautification of the lighthouse reservation. It will be finished in accord with the art standards set by the Palos Verdes Projects and when complete it will take its place as the most beautiful and most efficient of lighthouse and grounds in the world.

The Point Vincente lighthouse is a re-inforced concrete structure, fifty-five feet in height. It is mounted on a solid block of concrete, placed eight feet below the surface of the earth. The light will add fifteen feet to the height and when in operation a revolving beam will be sent out over the sea from a point 180 feet above sea level. The lighthouse is located on a bluff, well over 100 feet above the shoreline below.

On clear nights the light will show for a distance of 28 miles over the sea. This will be a great aid to navigation, seafaring men declare, as the present small light on the point necessitates a long detour off shore on foggy nights. Mariners have long feared the treacherous rocks of the coast to the north of Point Firmin.

Of equal importance to the lighthouse station although not so spectacular in its appearance is the fog horn station. This great horn will be operated by electricity generated by two twenty-two horsepower motors. Either one of the motors is capable of running the horn separately from the other. The blast will be of much volume as to be clearly audible twelve miles at sea. It will be put into operation every time that the keeper finds it impossible to see a given point five miles at sea.

Also on the Point Vincente Lighthouse Reservation are three homes, built in the style of the approved Palos Verdes plans. G. W. L'Hommedieu, the keeper of the light, and his two assistants, B. R. South and Harry Davis, will occupy the homes.

W. S. Meyers, construction superintendent for the government lighthouse service, has nothing but praise for the work accomplished by Mr. Johnson, the contractor. The work of V. M. Smith, also of San Pedro, who had charge of placing the stucco finish on the lighthouse buildings, is also praised by Superintendent Meyers.

Sometime this week, Superintendent Rhodes, western head of the Lighthouse Service, is due to arrive at San Pedro. He will inspect the Point Vincente Reservation while here.

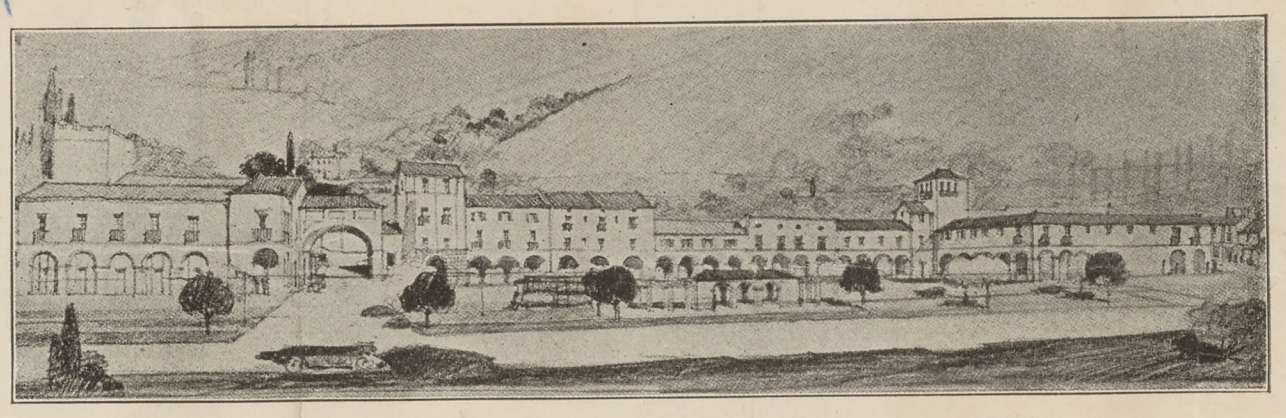
At present the roads to Point Vincente are in bad condition. For this reason visitors have found it difficult to reach the spot. Roadwork is gradually being pushed toward the Point, however, and within a few months the coastline road between San Pedro and Redondo will be one of the scenic drives of America. And the Point Vincente Lighthouse and its attendant reservation will be one of the features of the drive.

Los Angeles, Cal.
Harbor & Highways
Magazine
Oct. 1925

1944

1944 Over

PALOS VERDES ESTATES



Malaga Cove Plaza, the first unit of which was recently dedicated.

PALOS VERDES DEDICATES MALAGA COVE PLAZA

Dedication of Malaga Cove Plaza

thirty-five miles of roads graded and surfaced, six miles of storm drains laid, two miles of underground conduit and twelve miles

process in the transfer of real estate; it must be considered essentially an element in community building.

past two years. No similar progress has been made anywhere else in the country. And nowhere else could such progress have been

they come here—from the mountains of Switzerland, the Riviera, the canaled cities of Holland, the Scotch lakes, types of Old and New England, Italian villas overlooking the blue Mediterranean, so suggestive in their natural settings of San Pedro and so adaptive to its site.

In fact, for every type of home fancied an artistic site may be found here within a short distance of the business district.

Traffic Commission, yesterday at the annual California state conference on city planning held at the Hotel Virginia, Long Beach, yesterday. Representatives from 42 California cities were present.

Among the important recommendations made was that the arcade system of putting sidewalks under buildings as in Santa Barbara be

park commission.

Officers for the coming year are Mayor Frank D. Stringham, Berkeley, president; Carl Bush, Los Angeles County Planning Commission, vice president; Dr. Rexwald Brown, Santa Barbara, vice president; Charles H. Cheney, Palos Verdes, secretary and treasurer.

Mrs. D. E. Easton, chairman.
Mrs. R. L. Cardiff, vice-chairman.
Helen Lucille Holt, secretary-treasurer.
Mrs. T. W. Hine, chairman, North Coast District.
Mrs. J. T. Lydon, chairman, Sacramento alley District.
Mrs. Geo. E. Keil, chairman, Central Coast District.
Miss Grace S. Stoermer, Chairman, Southern California District.
Mrs. Geo. W. Turner, chairman, San Joaquin Valley District.
R. B. Hale, president, California Development Association.
William T. Sesnon, president, California State Automobile Association.
W. L. Valentine, Automobile Club, Southern California.
James T. Drew, president, California Peace Officers Association.
Will H. Marsh, chief, Division of Motor Vehicles.
Dr. Marina Bertola, president, State Federation of Women's Clubs.
Mrs. Aaron Schloss, director, General Federation of Women's Clubs.
Dr. David P. Barrows, University of California.
Mrs. Albert W. Stokes, president, City and County Federation.
Mrs. Hugh Bradford, president, State Congress of Parents and Teachers.
Mrs. John C. Urquhart, Los Angeles.

Mrs. Walter H. Fisher, state chairman of Community Service for the California Federation of Women's Clubs.
Mrs. Charles Lawford.
Mrs. Grace S. Stoermer, vice-chairman, California Development Association; director, Women's Bank, Bank of Italy.
Mrs. Geoffrey Holt, secretary, California Public Safety Conference.
C. R. Stevens, secretary, General Petroleum Corp.
Miss Grace S. Stoermer, vice-chairman, California Development Association; director, Women's Bank, Bank of Italy.
J. B. Monahan, general supervisor of safety, Southern Pacific Co.
Mrs. E. Fletcher Scott, editor, Parent-Teacher Bulletin.
E. B. Lefferts, Automobile Club of Southern California.

At the meeting recently held in the Garland building, Los Angeles, the following persons were present:

Association and State Division of Motor Vehicles.

Mrs. Clarence Wilbur Taylor, Graham district.

Graham is fast becoming the center of business activity, with Manchester avenue to be paved 100 feet wide, from Palisades Del Rey to the Orange county line, Compton avenue to be paved and widened to 80 feet from Slauson avenue to Shorb avenue, and with most of the streets south of Manchester already paved to Shorb avenue, the south boundary line of the Graham district. Splendid progress is being made in regard

Keep your eye on Graham, five years hence, the heart of Greater Los Angeles City.

By A. M. KOLKEMA,
Chairman Graham Publicity Committee

GRAHAM, CALIFORNIA

Twenty new homes are to be erected at once on the Prince Tract at the intersection of Manchester avenue and Compton. Recently a national bank was organized in Graham of which we feel justly proud. There are rumors of another bank now negotiating for a site at Manchester and Compton. The Graham Chamber of Commerce is taking an active part in bringing the Graham district to the front. We believe Graham is one of the best towns in Los Angeles county to live in. Property values here have been at a low figure for some time. Now the boom has struck Graham district and property values are increasing by leaps and bounds. And last but not least the Graham Chamber of Commerce Band organized recently are also a part of the pep we are instilling into the activities of our district.

Future issues of "Harbor and Highways" will contain data on the Safety Movement. It is a great national movement of education, destined to produce a new state of mind for safety in all matters for the general public.

construction.

SAN DIEGO, CAL., TRIBUNE—
OCTOBER 1, 1925

H. L. MOODY PRESIDENT OF LEAGUE

LONG BEACH, Oct. 1 (Special).—Harris L. Moody, city auditor of San Diego, is to be next president of the California League of Municipalities, now holding its 27th annual convention here, and is to be elected today.

Fred Wheeler, former Los Angeles councilman, is mentioned as a possibility for the vice presidency, while William J. Locke, present executive, is slated for re-elections, as is H. A. Mason, secretary-treasurer, of San Francisco.

The retiring president is Normal E. Malcom of Palo Alto.

Yosemite valley was picked as the next meeting place of the league after a spirited contest between boosters of the famous national park and San Bernardino.

Members of the city planning section of the convention went on record as strongly favoring the movement for state parks at least every 100 miles throughout the state and the appointment of a permanent park commission. The following officers were elected for the year by the city planning section: President, Mayor Frank D. Stringham, Berkeley; vice president, Carl Bush, Los Angeles; vice president, Dr. Rexwood Brown, Santa Barbara; secretary and treasurer, Charles H. Cheney, Palos

PASADENA, CAL.,
STAR-NEWS—14
OCTOBER 3, 1925

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These incidents on the part of a dozen or more leading realtors from all parts of California will provide one of several conferences with inspiration.

The annual realtors' reunion will occur on Friday.

Most important to many of the members of the California Real Estate Association and others who attend the annual reunion, will be the mortgage and finance division session over which W. L. Twining, of Glendale, is to preside. Financing home owners will be discussed

HOLLYWOOD, CAL.,
CITIZEN—174
OCTOBER 3, 1925

HIGHLAND TRANSIT LINE IS PROPOSED

Electric Route On Avenue To Connect Hollywood And Harbor Sought

Hollywood is to have a rapid transit line directly to the great harbor district and the Pacific ocean south of Los Angeles, if the plan to be urged on the city council by the Greater Highland boulevard association as announced today is adopted.

Ask High Speed Line

The rapid transit committee of the council, headed by Councilman E. E. Moore, chairman of the public utilities committee, is to be presented with a resolution asking that a high speed electric line be constructed along the full length of Highland avenue, according to Earl Porter of Inglewood, secretary of the association.

The assoication has plans under way to extend Highland avenue through the Baldwin Hills to the Redondo-Wilmington highway just north of the Palos Verdes hills. In connection with the extension plan it is seeking to have the rapid transit provision made so the new extended boulevard can be laid out with the idea of providing right-of-way for the electric line.

To Conect With Vineyard

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According to preliminary surveys of the Highland avenue extension, engineers say, the line would be the most direct north and south route in the western part of the city and would provide a short cut from Hollywood and the San Fernando Valley directly into the harbor region.

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Los Angeles, Cal.
TIMES
OCT 4 1925

Proposed Traffic Artery

PROJECTS BOON TO WEST AREA

Subway and Road Extension Declared Vital

Urge Highland Avenue South for Thirty Miles

Completion Would Mean Big Development

Details of two extensive proposals, either of which, when completed, would mean the rapid and wide expansion of the western end of the city in the Highland-avenue district, were made known yesterday.

Both projects, it was announced, have influential backing in all sections of Los Angeles and its environs, and, if carried out, would result in unprecedented progress for the entire area from the Palos Verdes on the ocean at the south, to the San Fernando Valley on the north.

The projects are: The building of a subway connecting downtown Los Angeles and the Vineyard Station of the Pacific Electric Railway with a speed electric line from the Vineyard Station north and south on Highland avenue with terminals in the San Fernando Valley and at Redondo and Wilmington on the south, and the extension of Highland avenue south through the Baldwin Hills to the Wilmington-Redondo highway in a direct route, with a widened and highly improved boulevard the entire distance of approximately thirty miles.

WIDE BACKING

In addition to individuals and other interests backing the projects, it was announced, both are being fostered by the Greater Highland Boulevard Association and subsidiary organizations in about twenty communities affected all along the proposed route, according to Earl Porter, secretary. Mr. Porter also is secretary of the Inglewood Chamber of Commerce. The association has an exceptionally large membership, Mr. Porter declared, with a directorate comprising representatives of the various community organizations.

"No rapid-transit plan for Los Angeles should be considered which does not include the subway to the Vineyard Station of the Pacific Electric Railway and the building of a through high-speed line on Highland avenue," Secretary Porter said. "I know that every community affiliated with this big organization will fight to the finish for that.

"The cost of the extension of Highland avenue to the ocean along the present Hawthorne-avenue line would not be an expensive undertaking. Plans to accommodate the electric line could be made at the time the boulevard is built. The Baldwin Hills do not offer any great obstacle as there is an almost ideal canyon route

Extends Highland Avenue

Above is artist's map showing proposed extension of Highland avenue through Baldwin Hills to the ocean highway between Redondo and Wilmington and which provides for the construction of a subway from downtown Los Angeles to the Vineyard station of the Pacific Electric Railway and the building of a high-speed electric line on Highland avenue to connect the San Fernando Valley with Palos Verdes and the ocean.

OS ANGELES, CAL., EXAMINER
OCTOBER 4, 1925

TRACT E ... GUIDING ...

...n Street Signs

...t Palos Verdes estates are view- ...installed recently to designate ... markers were designed by en-

As a detail in ... ing with the rest ... the new street sig... in Palos Verdes E... tracted considerable ... stead of the stan... white enamel, or t... on white paint, the ... done in raised wood... ished in gilt agains... of Palos Verdes br...

The posts which ... are in natural woo... brown stain. Grac... work supports the ... carry the names, a... both sides of the ... the street from eith...

The signs were ... Palos Verdes engine... the art jury, and h... on most of the inte... Malaga Cove distri... oil macadam has be... the Malaga Cove ... work of paving on ... leading to La Ver... be commenced.

...Cal.

...1925

...WAY ...CLIFF ...A OPEN

...Beaches Made ...to Lovers of ...Riding

...des beaches have ...sible to lovers of ... by the recent ...le trail down the ... and thence for a ...ng the foot of the ...pletion opens one ...ue and enjoyable ... horseback riding ... in Southern Cali-

...rdes beaches are ... the Palos Verdes ...n. The deed un- ...old them calls for ...se for park pur- ...y will always be ...rivate encroach- ...Lawyer, manager ...des Estates, last

... the bridle trails ...s already drawn ...rseback riding to ... it promises to ... most popular ...ar Los Angeles. ...C. Clasby at Pa... a string of more ...s. In addition ... there are many ...ling to the sum- ...which command ... the ocean. The ... the portion of ... Rancho outside ...velopment are ...well."

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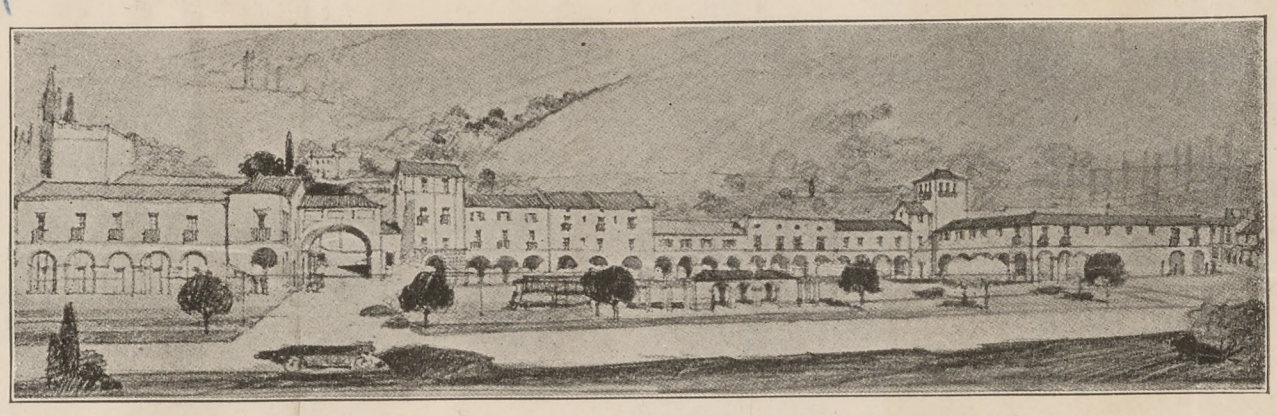
1744

1744 Over

PALOS VERDES ESTATES



Malaga Cove Plaza, the first unit of which was recently dedicated.

PALOS VERDES DEDICATES MALAGA COVE PLAZA

Dedication of Malaga Cove Plaza of the Palos Verdes Estates, and its first arcaded business building, on Sunday, September 13 last, was attended by a great celebration, thronged with enthusiastic people. Hundreds of automobiles filled the grounds, while music of the band filled the air.

President J. C. Low of the Community Association introduced Myron Hunt, noted architect, as the chairman of the day.

Rev. Wiltsie Martin, pastor of Hollywood Methodist church, pronounced the dedication. Addresses were made by Charles H. Cheney for Palos Verdes Community, City Manager Windham of Long Beach, Frank Walton, president Compton Chamber of Commerce, and Hugh R. Pomeroy, secretary of the County Regional Planning Commission.

"Palos Verdes today is become a full-fledged community, with its dedication of this plaza and arcaded business building," said Mr. Cheney. "Last week the Government officially recognized this by establishing the 'Palos Verdes Estates' Post Office. We celebrate today the completion, in less than two years, of construction of thirty-five miles of roads graded and surfaced, six miles of storm drains laid, two miles of underground conduit and twelve miles of overhead lines for electricity installed; fourteen miles of gas mains laid; 50,000 trees and shrubs planted and half a million more in the nursery ready to put out; a water system of 3,500,000 gallons capacity per day; a 200-acre golf course, with all grass greens and fairways and club house built at a cost of $170,000; over $400,000 in permits issued for new buildings since November 1st and an outlook for twice that number to be built for the coming year. This has become a real community of which we are justly proud."

Mr. Pomeroy stressed the importance of Palos Verdes to the rest of the community as an object lesson of model community building. He said in part: "The Regional Planning Commission welcomes the opportunity of joining with you in celebration of the dedication of Malaga Cove Plaza, realizing that it marks another period of definite accomplishment in the work which has here been under way for the past three years. You have embodied an ideal in your work at Palos Verdes. Subdivision cannot justify itself merely as a process in the transfer of real estate; it must be considered essentially an element in community building.

"The Regional Planning Commission has been endeavoring to build into the great community of Los Angeles County an orderliness of development and soundness of growth that shall best serve the public welfare of the citizens of the County. It has realized that two million people is but a beginning of an ultimate population of from ten to fifteen million. In the degree that Palos Verdes has provided the basis for the various needs of its ultimate population, so the County is planning to supply the needs of its ultimate population.

"These excellent highways thus become part of a great Regional Plan of highways wherein arteries of highway transportation will form a veritable network over the County as a whole, serving every section of the great metropolitan community. Amazing progress has been made in effectuating this plan. Upon it as a basis, specific highway projects are now under way in various stages of development. These total over two hundred miles of 100-foot highways definitely based upon the plan of highways as evolved within the past two years. No similar progress has been made anywhere else in the country. And nowhere else could such progress have been made. Here alone exists that remarkable type of citizenship which, hand in hand with effective government, has been making history in city building."

City Manager C. H. Windham of Long Beach said:

"I consider the two most important events in the development of the southern portion of the city of Los Angeles were the purchase of the Palos Verdes property by Frank H. Vanderlip and the purchase of Catalina Island by William Wrigley, Jr."

Mr. Frank Walton of the Compton Chamber of Commerce said he had watched the Palos Verdes property for more than forty years and formerly he had often bewailed the fact that the property was not open to settlement; but now, seeing the results that have been accomplished, he was glad it had not been opened sooner, for if it had been put on the market before the present plans of the Palos Verdes Estates had been perfected it never could have become the magnificent community that it is now destined to be and has, in fact, already become.

Palos Verdes Golf Club

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Completion Would Mean Big Development

Details of two extensive proposals, either of which, when completed, would mean the rapid and wide expansion of the western end of the city in the Highland-avenue district, were made known yesterday.

Both projects, it was announced, have influential backing in all sections of Los Angeles and its environs, and, if carried out, would result in unprecedented progress for the entire area from the Palos Verdes on the ocean at the south, to the San Fernando Valley on the north.

The projects are: The building of a subway connecting downtown Los Angeles and the Vineyard Station of the Pacific Electric Railway with a speed electric line from the Vineyard Station north and south on Highland avenue with terminals in the San Fernando Valley and at Redondo and Wilmington on the south, and the extension of Highland avenue south through the Baldwin Hills to the Wilmington-Redondo highway in a direct route, with a widened and highly improved boulevard the entire distance of approximately thirty miles.

WIDE BACKING

In addition to individuals and other interests backing the projects, it was announced, both are being fostered by the Greater Highland Boulevard Association and subsidiary organizations in about twenty communities affected all along the proposed route, according to Earl Porter, secretary. Mr. Porter also is secretary of the Inglewood Chamber of Commerce. The association has an exceptionally large membership, Mr. Porter declared, with a directorate comprising representatives of the various community organizations.

"No rapid-transit plan for Los Angeles should be considered which does not include the subway to the Vineyard Station of the Pacific Electric Railway and the building of a through high-speed line on Highland avenue," Secretary Porter said. "I know that every community affiliated with this big organization will fight to the finish for that.

"The cost of the extension of Highland avenue to the ocean along the present Hawthorne-avenue line would not be an expensive undertaking. Plans to accommodate the electric line could be made at the time the boulevard is built. The Baldwin Hills do not offer any great obstacle as there is an almost ideal canyon route through them directly in the path

Extends Highland Avenue

Above is artist's map showing proposed extension of Highland avenue through Baldwin Hills to the ocean highway between Redondo and Wilmington and which provides for the construction of a subway from downtown Los Angeles to the Vineyard station of the Pacific Electric Railway and the building of a high-speed electric line on Highland avenue to connect the San Fernando Valley with Palos Verdes and the ocean.

OS ANGELES, CAL., EXAMINER
OCTOBER 4, 1925

TRACT E GUIDING

n Street Signs

t Palos Verdes estates are view- installed recently to designate markers were designed by en-

As a detail in ing with the rest the new street sig in Palos Verdes E tracted considerable stead of the stan white enamel, or t on white paint, the done in raised woo ished in gilt agains of Palos Verdes br

The posts which are in natural woo brown stain. Grac work supports the carry the names, a both sides of the b the street from eit

The signs were Palos Verdes engine the art jury, and h on most of the inte Malaga Cove distri oil macadam has be the Malaga Cove work of paving on leading to La Ven be commenced.

Cal.

1925

WAY CLIFF A OPEN

Beaches Made to Lovers of Riding

des beaches have sible to lovers of by the recent lle trail down the and thence for a ng the foot of the pletion opens one ue and enjoyable horseback riding in Southern Cali-

rdes beaches are the Palos Verdes n. The deed un- old them calls for se for park pur- y will always be rivate encroach- Lawyer, manager des Estates, last

the bridle trails as already drawn rseback riding to it promises to most popular ar Los Angeles. C. Clasby at Pa- a string of more s. In addition there are many ling to the sum- which command the ocean. The the portion of Rancho outside velopment are well."

Los Angeles, C... Herald
SEPTEMBER 25, 1925

L. A. Shipping News

By STANLEY T. GARVEY

By Christmas time the new Point Vincente lighthouse, midway between San Pedro and Redondo Beach, will be in operation. It will be the finest lighthouse and reservation in the world, in the opinion of many shipping men.

The new light will be of the revolving type, with a range of 28 miles over the sea on a clear night. Of equal importance is the fog horn, of sufficient volume to be heard 12 miles at sea.

The lighthouse reservation has been designed and built to conform with the art requirements of the Palos Verdes projects, in which it is located. Construction work, under the direction of Grant T. Johnson, San Pedro contractor, is now virtually complete. A lighthouse tender is due in port late today or tomorrow with the giant light. This light, 15 feet in height, will be mounted on a tower of reinforced concrete 55 feet in height. The whole stands on a bluff more than 100 feet above sea level.

That the new light will be a great boon to mariners is agreed upon by all shipping men. In the past, ships have been forced to give a wide berth to the treacherous rocks of Point Vincente during a fog. With the light and horn in operation a much shorter passage off the point will be possible under all weather conditions.

* * *

BURBANK, CAL., REVIEW
SEPTEMBER 25, 1925

The Palos Verdes Transportation company has been authorized by the Railroad commission to use approximately $5,099.25 of the proceeds received from the sale of stock to finance the cost of a 22 passenger auto stage.

LOS ANGELES, CAL., EXAMINER
SEPTEMBER 24, 1925

SOME Grapes, Delicious Too

LITTLE MISS MARY TERWILLIGER, with grapes, one of the many marvelous exhibits at the Ninth Annual Orange County Fair at Santa Ana.—Examiner photo.

BALLOON GIVES THRILL AT FAIR

By RAY FRAZER

SANTA ANA, Sept. 23.—Unexpected thrills were given the crowd which attended the rodeo at the ninth annual Orange County fair here tonight, when a large balloon floated over the arena and over the heads of prancing horses.

When a searchlight was turned on the gas bag it was seen to have a basket filled with men. One of these shouted for the light to be turned off.

The baloon was captive. It had been brought from Long Beach by motorboat to Seal Beach, where it was taken inland by way of Westminster to Santa Ana. The balloon started its trip 18 hours before it finally reached Santa Ana and came near being lost when the tow rope came in contact with live electric wires.

PRIZES AWARDED

After the excitement had died down over the entry of the balloon, the rodeo and horse show contest was continued. In the three-gaited saddle horse class, little Ina May Clasby, on Ginger, won first prize. The horse was owned by the Palo Verdes estate. Second prize went to the Emergency Hospital for treatment. He had been gored by a cow.

Judges yesterday awarded to the city of Garden Grove an additional honor for its community exhibit.

LOS ANGELES, CAL., EXAMINER
SEPTEMBER 27, 1925

CURVED STREET HALTS SPEEDER

Straight roads are much more productive of motor accidents than are curved roads, according to figures recently compiled by the North Shore Motor Club of Wisconsin. Their analysis of 2981 road accidents in that state last year showed that the surprising total of 2044 occurred on straight roads, while curves, hills, railway crossings and other supposed danger points were responsible for only 937 accidents.

The conclusion drawn by the motor club is that the straight road invites to excessive speed, which is the surest cause of accidents.

"While the main consideration in designing the roads of Palos Verdes, was to fit them as much as practicable to the natural contours of the land, with as few unsightly cuts and fills as possible, it is an interesting and unexpected vindication to find the curved road likesaid Jay Lawyer, general manager of Palos Verdes Estates, last week.

LA Times
September 27, 1925

HAWTHORNE AVENUE PAVING ANNOUNCED

Hawthorne avenue, between the Redondo-Wilmington Boulevard and the east boundary of the Palos Verdes estates, is to be paved at once, according to an announcement from the county road department last week. Completion of this paving will give a second improved entrance to Palos Verdes, the road from Redondo into the Estates having been paved last month by the county.

LOS ANGELES, CAL., EXAMINER
SEPTEMBER 27, 1925

Hawthorne to Get Pavement

Pavement is to be laid at once by the Los Angeles county road department on the portion of Hawthorne avenue between the Wilmington-Redondo road and the east boundary of the Palos Verdes Estates. Within the boundaries of the estates Hawthorne avenue is already paved with macadam.

The new paving on Hawthorne by the county will give a second paved entrance to Palos Verdes, the entrance from Redondo having been paved last month.

LA Times
September 27, 1925

CURVES NOT BIG HAZARD ON HIGHWAY

Motor Accident Survey in Wisconsin Shows Straight Roads More Dangerous

Curving roads have long been favored for their beauty, but a recent survey compiled by the North Shore Motor Club of Wisconsin shows that they are apparently much safer than straight roads. The study of 2981 road accidents in Wisconsin revealed that no less than 2044 occurred on straight roads, while supposed danger points, including curved roads, hills, grades and railway crossings were responsible for only 937 accidents. The straight roads apparently invite excessive speed, which is the greatest cause of trouble.

"The curving roads of Palos Verdes were, of course, laid out with the chief considerations of fitting them as far as practical to the natural contours of the land, and to eliminate unsightly cuts and fills as far as possible," said Jay Lawyer, manager of the Palos Verdes Estates. "It is interesting to find that the curved road is actually proving safer as well.

"The attractions of the curved road are unquestioned and their use frequently permits a much more attractive development of property. This is particularly true in the case of such a development as Palos Verdes, where much of the land is of a rolling character. The apparent added safety of this type of road, as shown in the Wisconsin report, is an added factor in its favor and one which will interest city planners."

SEP 27 1925
LA Times

PADUA HILLS IMPROVING IS STARTED

Begin Initial Survey on Estate to be Developed as College Park

[EXCLUSIVE DISPATCH]

CLAREMONT, Sept. 26.—With the survey beginning today on the Padua Hills Trust estate and the completion of the first steps of development in the new College Park, Claremont begins the most extensive real estate development in the history of the community. Padua Hills is a trust estate, owned by twenty members most of whom are residents of Claremont and many of whom have a direct interest in Pomona College.

The tract has been named after the University of Padua which was founded in 1283, the oldest of the European universities which are still in active operation.

Territory being surveyed consists of two parcels of land; the first piece of 310 acres includes the junction of Coble and Palmer canyons and the beautiful extent of Olive Hill. The other tract formerly belonged to Mr. and Mrs. A. R. Bridges of San Diego and consists of about 100 acres, including mesa land between San Antonio Canyon and Palmer Canyon.

Plans call for an eighteen-hole golf course, playgrounds and the preservation of all natural features of hills and trees. Careful restrictions based on those of the Palos Verdes tract will be strictly enforced.

The new College Park tract, which is a Pomona College development of a small portion of the land recently given to the college by Miss Ellen Scripps, is rapidly being improved. Sewers and water lines have been laid and completed.

The tract carries with it unique features, being a business center and homesite development covering several blocks.

The home lots are to be leased for fifty years with the college reserving the right to take over the lease at fair valuation or to extend it at a readjusted figure.

Foothill Boulevard, which runs on the south of the tract, will be doubled with a parkway in the center.

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CLARKE PAYS TRIBUTE TO PALOS VERDES

Retiring Sales Director Expresses Faith In The Project

Donald K. Lawyer, well known in Los Angeles real estate circles has been appointed sales manager for the Palos Verdes Estates, in which many men and officers of the fleet are interested. Mr. Lawyer is a son of Jay Lawyer, manager of the syndicate and succeeds Henry Clarke. He was in San Pedro yesterday looking over the town and was amazed at the development work being done here.

On the eve of his departure for Chicago to assume the position of sales manager for the Celotex Company, manufacturers of the widely advertised insulating lumber made from the refuse of sugar cane, by Henry Clarke, late sales manager for Palos Verdes to the subscribers erpressing his faith in the project launched by E. G. Lewis and now being carried on by Jay Lawyer. In his letter he says:

"Above all to give just credit to Mr. Lewis does not lessen the value of the services rendered the Estates by Mr. Jay Lawyer under whose direction all constructive work has been done, the water and transportation companies formed and all expenditures made. But in the end, when all is said and done, it must be to Mr. Lewis that the credit will go for giving expression to the most original and at the same time the most practical plan of community financing and development that has ever been formed in human mind—and that is just what we have in Palos Verdes. There is credit enough for all; let us place it where it belongs."

For the past two years Lawyer has been manager of the Estates Mortgage and Building Company, which has been engaged in building and financing homes in Palos Verdes with marked success. His record with that organization, and the complete familiarity which it has given him with every feature of the Palos Verdes project, led to his selection as sales director.

Lawyer has been a resident of Los Angeles for nearly ten years. He has had wide sales experience in his field in several lines, for some time having been connected with the sales organization of Blyth, Witter. Later he operated a real estate office of his own, building homes and selling them as well as handling real estate.

The same policy of sales development that has been carried on by Palos Verdes since its inception will be carried out under the direction of the new executive.

City Planner Tells Value of Advisory Boards to Public

St. Louis Man Addresses Big Gathering at Palos Verdes Clubhouse.

The important part played in city government by advisory boards, particularly planning and park commissions, was dwelt upon by Harland Bartholomew, city planner of St. Louis, at a meeting held by the Association of City Planners of Los Angeles County at Palos Verdes yesterday. The cities with park boards are the cities which have the best parks, while the most expensive mistake made by cities is failure to adopt a civic plan in their early years, said the speaker.

Planning commissions often forget that their primary purpose is the formulation of a comprehensive city plan, declared Mr. Bartholomew, who said the plan is much more important than attention to a mass of details.

The five elements of a comprehensive civic program were said by the St. Louis planner to be a street plan, a transit plan, a recreation plan, a zoning plan and a plan of civic art.

Long Beach was represented at the meeting, held in the Palos Verdes Clubhouse, by Assistant Public Service Director Arthur H. Adams, Park Commissioner John G. Munholland, Park Superintendent Frank H. Downs, Assistant Park Superintendent George Carpenter, R. B. Taplin of the City Engineering Department and Mark H. Houghton of the Engineering Department.

Long Beach Press-Telegram

Palos Verdes Will Dedicate Plaza

Palos Verdes today will celebrate the dedication of a plaza at Malaga Cove. Dr. Wiltsie Martin, pastor of the Hollywood Methodist Episcopal Church, will be the principal speaker. Others to take part in the exercises at 2:30 P. M. are City Manager C. H. Windham of Long Beach; Assemblyman Frank F. Merriam and Charles H. Cheney, planning consultant. The Long Beach Chamber of Commerce also will be represented at the celebration. An attendance of 5000 is expected. A secondary reason for Palos Verdes to celebrate is its designation by the United States Government as a Post Office.

Pilot

DIRECT ROAD TO PORTUGUESE BEND SOUGHT

Autoists Are Forced To Turn Back At Golf Club

How to open up a direct road to Portuguese Bend from Point Fermin was a problem discussed by the directors of the San Pedro Chamber of Commerce yesterday without a solution being found. The old road from White Point has been closed by R. D. Sepulveda and the San Pedro Golf and Country Club.

Twenty-sixth street has been extended to the west line of the golf club along the north side but is does not connect with the old road through to Point Fermin. Tourists coming from Redondo have to turn back after coming over the hill, so complaints that have been coming in state, to reach Point Fermin.

The Palos Verdes syndicate in building a new road around the coast from Redondo Beach to the Miraleste tract and it will be possible to come into San Pedro over this route but it will be several months before it will be completed.

It is also possible now to drive to Redondo over the top of the hill over the dirt road from the head of Fourteenth street through the Averill-Weymouth and Palos Verdes property. It is a very good dirt road with no bad grades and is being used by many as a scenic drive, although it would not be safe in wet weather.

To secure a direct road to Portuguese Bend from Point Fermin L. S. Anderson was named chairman of a committee to confer with Sepulveda and see if ways and means cannot be devised for making a connection between the old road and the new road along the north side of the golf club. The Point Fermin Improvements Association has made several complaints to the county officials since the old road was closed but has secured no action.

Sepulveda has withdrawn from escrow the deed for a right of way for the extension of Western avenue to White Point on the ground that the county road department did not keep its agreement to begin work on the road at once.

Los Angeles, Cal., Herald
SEPTEMBER 28, 1925

L. A. Shipping News

1744

By STANLEY T. GARVEY

Delivery of the giant light which will soon be placed in operation at the Point Vincente lighthouse was effected during the last three days with the arrival of the S. S. Sequoia, United States lighthouse service tender.

Construction work at the Point Vincente reservation has been completed with the exception of mounting the light on the top of a 55-foot reinforced concrete tower. With this work done, the grounds around the reservation will be improved with lawns and shrubbery.

Point Vincente is located midway between the local port and Redondo Beach. Although considered dangerous to navigation, the point is one of the picturesque spots on the Southern California coast. The reservation, with its lighthouse and keepers' homes, has been built to harmonize with the artistic plans of the Palos Verdes estates. Cost of the lighthouse and its reservation is approximately $90,000.

LOS ANGELES, CAL.,
ILLUSTRATED DAILY NEWS
OCTOBER 4, 1925

L. A. WEST END WILL BE HELPED BY 2 PROJECTS

Details of two big projects were revealed yesterday, either of which would affect the entire area from Palos Verdes on the ocean at the south to the San Fernando Valley on the north.

The projects are the construction of a subway connecting the business section of Los Angeles and the Vineyard station of the Pacific Electric Railway with high speed electric lines from the Vineyard station north and south on Highland Avenue with terminals in the San Fernando Valley, and at Redondo and Wilmington on the south. Also the extension of Highland Avenue south through the Baldwin Hills to the Wilmington-Redondo highway in a direct route, with a widened and highly improved boulevard the entire distance of about 30 miles.

The Greater Highland Boulevard Association is sponsoring the plans, declaring that it would be the most logical way of giving Inglewood, beach cities and harbor communities rapid service as well as greatly aid congested conditions in Los Angeles.

The strong support of the projects by Hollywood is attributed to the fact that the rapid transit line would pass directly through the center of the film capital's shopping center at Highland Avenue and Hollywood Boulevard, and the industrial distributing hub at Highland and Santa Monica, as well as serve as an outlet for the fertile San Fernando Valley to the harbor. At the present time residents of the valley are obliged to pass directly through the congested section of Los Angeles in order to get to the harbor.

LOS ANGELES, CAL., EXAMINER
OCTOBER 4, 1925

SUBWAY AND ROAD PLANS BOOST AREA

the San Fernando Valley on the north to Palos Verdes on the ocean at the south.

Construction of a subway connecting downtown Los Angeles and the Vineyard station of the Pacific Electric with a high speed electric line from the Vineyard station north and south on Highland avenue with terminals in the San Fernando Valley and at Redondo and Wilmington on the south.

Extension of Highland avenue south through the Baldwin Hills to the Wilmington-Redondo highway on a direct route, with a widened and highly improved boulevard the entire distance of approximately thirty miles.

While both projects are fostered by the Greater Highland Boulevard Association and subsidiary organizations in about twenty communities affected all along the proposed route, it is known that influential and powerful interests in Los Angeles, at the beaches and at the harbor are taking an active interest in backing the program.

LARGE BACKING

Earl Porter, secretary of the Inglewood Chamber of Commerce, also is secretary of the Highland association, which has a large membership and a directorate composed of representatives of the various community organizations.

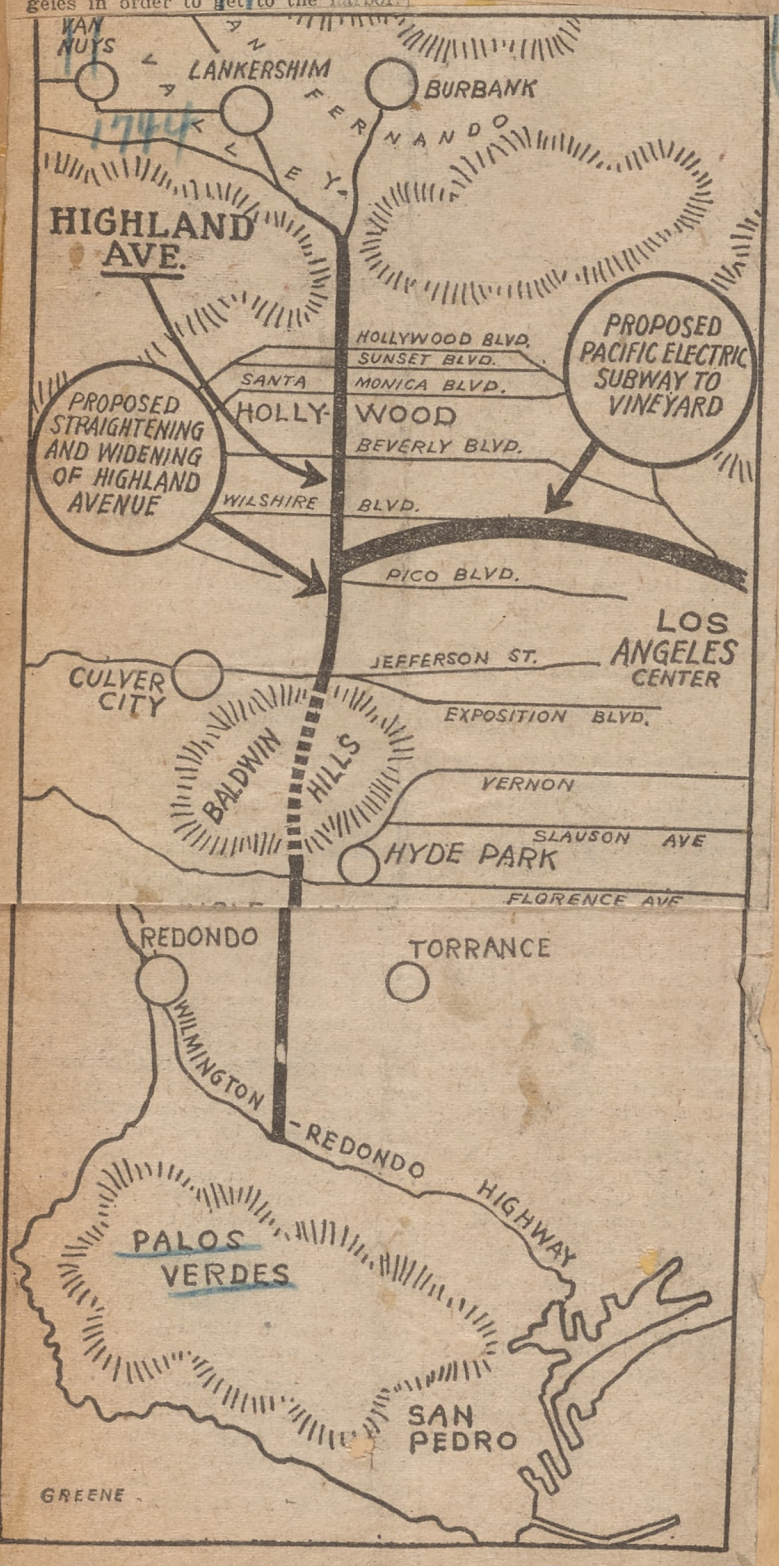
"No rapid transit plan for Los Angeles should be considered which does not include the subway to the Vineyard station of the Pacific Electric and the building of a through high speed line on Highland avenue," declared Mr. Porter.

"The cost of the extension of Highland avenue to the ocean along the present Hawthorne avenue line would not be an expensive undertaking. Plans to accommodate the electric line could be made at the time the boulevard is built. The Baldwin Hills do not offer any great obstacle as there is an almost ideal canyon route thorough them directly in the path of the proposed north and south highway."

TRAFFIC RELIEVED

According to Secretary Porter all of the communities interested believe the rapid transit plan, as sponsored by the association, will so reduce the running schedule now in effect that thousands employed in the heart of Los Angeles will acquire homes in the suburban districts, relieving congestion in the downtown area and adding impetus to business in the outlying districts.

"The combined, or any of the projects, would make Highland avenue one of the greatest thoroughfares in Southern California, "Secretary Porter added. "The plan would give the great and fertile San Fernando Valley direct access to the harbor without crossing the city of Los Angeles, and a main north and south artery in the western part of the city, which now has no such outlet to the ocean south of Los Angeles. It would bring prosperity to the communities along the route more than any other project in the history of Los Angeles."



DEVELOPMENT OF CITY—Map of two projects under contemplation by the Greater Highland Boulevard Association for a subway connecting Los Angeles with the beaches and a series of highly improved boulevards.

REDONDO BEACH, CAL.,
ADVANCE—131
OCTOBER 6, 1925

Palos Verdes Opens Up New Possibilities for Pleasure Seekers

Palos Verdes estates have opened up new possibilities in the new bridle path overthe cliffs. The innovation should tend toward bringing the best possible element to this vicinity.

The Palos Verdes beaches have been made accessible to lovers of horseback riding by the recent opening of a bridle trail down the cliffs to the ocean and thence for a long distance along the foot of the bluffs. Its completion opens one of the most unique and enjoyable opportunities for horseback riding to be found today in Southern California.

"The Palos Verdes beaches are the property of the Palos Verdes Homes Association. The deed under which they hold them calls for their perpetual use for park purposes only, so they will always be free from any private encreachment," said Jay Lawyer, manager of the Palos Verdes Estates, last week.

"The opening of the bridle trails along the beach has already drawn many lovers of horseback riding to Palos Verdes, and it promises to prove one of the most popular trails anywhere near Los Angeles. The stables of O. C. Clasby at Palos Verdes include a string of more than twenty horses. In addition to the beach trails there are many roads and trails leading to the summit of the hills, which command splendid views over the ocean. The old ranch roads of the portion of the Palos Verdes Rancho outside of the present development are open to riders as well."

TORRANCE, CAL., HERALD
OCTOBER 8, 1925

Core Every Foot Of Wildcat Hole In Palos Verdes

Authentic News of Log Withheld by Petroleum Securities Men

Down almost 2400 feet and coring ahead every inch of the way.

That is about all the definite information available this week on the status of the Petroleum Securities wildcat well in the Palos Verdes hills near Western avenue.

The Doheny field men are under strict orders to withhold information regarding the log of the well. It is known that the company expected to pick up an oil formation at a shallow level. A promising showing was encountered and the operators considered the advisability of making a production test. This idea was given up, however, and the crew was ordered to drill ahead.

The Jergins wildcat in the hills is making hole rapidly.

LOS ANGELES, CAL.,
ILLUSTRATED DAILY NEWS
OCTOBER 10, 1925

PALOS VERDES PLANS HOME SHOW EXHIBIT

Progress of the plans for the remarkable development of the Palos Verdes real estate project will be shown in one of the exhibit booths at the Home Beautiful Show to be held at the Olympic Auditorium, October 24 to 31. Palos Verdes booth will be arranged by Donald K. Lawyer. This company in the last three years has been one of the outstanding features of real estate home building development in Southern California.

Attendance of more than 100,000 are expected at the show.

LOS ANGELES, CAL., EXAMINER
OCTOBER 11, 1925

50 PER CENT VARIATION IN TRACT RAINS

Survey by Weather Expert at Palos Verdes Finds Curious Conditions Along Coastline

Curious facts regarding the weather along the Southern California coast were revealed during the six years' study of the climate conducted at Palos Verdes by Dr. Ford A. Carpenter, who for many years was weather bureau forecaster in Los Angeles.

Observations made daily at a dozen points on Palos Verdes for more than six years showed many conditions quite opposite from what would naturally be expected.

The sea breeze, which is a feature of Southern California weather practically every day of the year, is felt in Los Angeles each day an average of an hour earlier than at Palos Verdes, and while its maximum velocity is reached at 1 p. m. in Los Angeles, the peak at Palos Verdes is at 2 p. m.

Rainfall at various places on the ranch showed a variation of as high as 50 per cent. Since practically all the rain storms come in from the sea, it would seem natural that the seaward slopes would receive the heaviest rainfall, but the landward slope of the hills received a much greater precipitation. Fog, instead of being a more frequent visitor, actually proved over the six year period to be more rarely seen at Palos Verdes than in Los Angeles, twenty miles inland.

"The practically complete absence of frost, and the absence of dry, electric winds, were two other

Hudson Party Enjoys Beauties of

Los Angeles, Cal.
TIMES
OCT 11 1925

FIRE PLACES ON OUTSIDE GAIN FAVOR

Spanish Design Homes Featuring Patio-Grill Becoming Popular

An outdoor fireplace as a feature of the patio in homes of Spanish design is proving delightful and very practical in many of the newer Southern California homes.

The shelter afforded by the wings of the patio, and the added warmth from the fireplace combine to make the courtyard delightful on evenings when it would otherwise be deserted. An excellent example of the use of the outdoor fireplace is afforded by the Spanish type home recently erected on Montemalaga, Palos Verdes Estates, by A. E. Cameron, from plans by Kirtland Cutter.

The adaptability of the Spanish type of architecture to the needs of any situation is well shown by the Frederick Law Olmsted home, just completed on the bluffs at Malaga Cove, from plans by Myron Hunt. The house is a low rambling structure some 200 feet in length, and designed so that every room n the house obtains the benefit of an unobstructed ocean view.

Patio Fireplaces Popular

Add Cheer to Courtyard

Photograph illustrates the patio-grill or outdoor fireplace in the courtyard of one of the fine new homes that has just been completed in the Palos Verdes Estates district.

SAN PEDRO, CAL., NEWS
OCTOBER 12, 1925

OPINIONS OF PALOS VERDES WELL DIFFER

Rainbows Shown Last Week Believe Induced by Rotary Mud

EXPERTS CONFIDENT

...rom some other outside source.

Reports that the well will not ...e carried through to a complete ...est of all formations also are ...eing spread, although the ex...perts still confidently maintain that an oil field will be revealed somewhere in the Palos Verdes within the near future. A tar sand is said to have been found in the well at 800 feet, in line with previous information on the structure pierced.

SAN PEDRO, CAL., PILOT
OCTOBER 12, 1925

Account for Odd Formation in Palos Verdes Test Well

Although considerable interest was aroused by the finding of rainbow formations last week in Narbonne No. 1 test well drilled by the Petroleum Securities Company in the Palos Verdes hills, geologists assert that color formations have been known to exist in those hills for years.

The Narbonne hole found attractive colors at 2800 feet, but the opinion is held that the oil discovered in the core samples does not come from the well formations themselves, but had been introduced by the rotary mud or some other outside source.

A tar sand is reported to have been found in this well at 800 feet, but this also correlates with previous conclusions regarding the structure. The interesting feature to experts is said to be the growing conviction of operators that somewhere in the Palos Verdes section a rich oil field exists.

It is not generally believed that the present test by Petroleum Securities will find the hidden field, the opinion being freely voiced that the well may not be carried through to a complete test of all formations.

REDONDO BEACH, CAL.,
BREEZE—18
OCTOBER 13, 1925

HIGHLAND AVE. AID TO BEACH

Extends from Hollywood; Important for All South Bay

EASY ACCESS TO SEA

Will Save a Roundabout Trip through Heavy Traffic to Valley

All this section should be interested in the progress of the greater Highland boulevard plan.

It is a proposed highway that will traverse the Baldwin Hills, coming south from Hollywood will pass through Inglewood, Lennox, Hawthorne, Lawndale and down to the Redondo-Wilmington road by the Palos Verdes Hills.

When completed it is easy to see that Hollywood people can traverse the highway and turn off to come to Manhattan, Hermosa, and Redondo. It will provide an easier way for South Bay people to drive to Hollywood and to the San Fernando valley.

Twenty communities make up the association that is sponsoring the construction.

This highway does not interfere with the development of any other north and south highway, and is in accord with the county regional plan of highways and the major

LOS ANGELES, CAL.,
ILLUSTRATED DAILY NEWS
OCTOBER 13, 1925

PALOS VERDES ART GROUP PLANS EXHIBIT

An exhibition of paintings by Ralph Holmes will be on display throughout October at La Venta-Palos Verdes Estates, it was announced yesterday by the Palos Verdes Art Jury.

Holmes at present is with Otis Art Institute here, and formerly was with the Carnegie Institute, in Pittsburgh, and the Art Institute of Chicago.

INGLEWOOD, CAL., NEWS—
OCTOBER 13, 1925

ORGANIZATIONS BACK HIGHLAND BOULEVARD JOB

Declaring that the proposed boulevard was a project worthy of county financial aid, the harbor district chamber of commerce, an organization which is composed of 45 chambers of commerce and improvement associations, recently unanimously endorsed the project upon a resolution presented by George Longan.

In sanctioning the move for a through boulevard from San Fernando valley to the harbor, by way of Hollywood, the Baldwin Hills, Inglewood, Hawthorne and the Palos Verdes estate, the harbor district chamber also asserted that it was worthy of the support of the association as of the financial aid of the county.

Mr. Longan, who is president of the Greater Highland boulevard association, has visited five organizations in the past week and spoke on Highland boulevard.

He explained the objects of the association to the La Brea Improvement association and it unanimously endorsed the project and took out a membership in the association.

Speakers at this meeting were Clarence Snethen, secretary of the Los Angeles county traffic commission, and Los Angeles Councilmen Hughes and Barnes, who all lauded Highland boulevard.

Wednesday night Mr. Longan attended the meeting of the newly organized Highland avenue improvement association and described the project there, where it was officially approved in an unanimous vote.

Another general meeting of the Greater Highland boulevard may be called by President Longan sometime in November.

SAN PEDRO, CAL., PILOT
OCTOBER 14, 1925

Art Exhibit at the La Venta Inn

Marine paintings from the brush of Ralph Holmes of the Otis Art Institute, eminent artist, are on exhibit at the La Venta Inn in the Palos Verdes estates and are attracting much attention.

The exhibit will continue through the month of October and the public is invited to view it.

Many of the paintings are scenes in the Palos Verdes hills, overlooking the ocean.

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LOS ANGELES, CAL., EXPRESS
OCTOBER 14, 1925

UNTY IS D

ALL HOMES TO BE TAGGED IN NEW SURVEY

To Expedite Mail in Rural Districts

YEARS REQUIRED

18 New Subdivisions in Surveyor's Report

The annual report of County Surveyor J. E. Rockhold filed with the Board of Supervisors today shows

LOS ANGELES, CAL.
CALIFORNIA GRAPHIC—364
OCTOBER 17, 1925

Gift of Outdoor life at Palos Verde

SHARING in popularity with golf at Palos Verde is horseback riding, a sport that grows in favor as the development of bridle paths goes forward at this magnificient 15,000-acre estate overlooking the Pacific Ocean between Redondo Beach and the Los Angeles harbor. From the outset of this great project, which is fast being developed into an incomparable residential subdivision, the bridle path has had an important place in the planning, the hillisides and valleys of the immense proiperty lending themselves admirably to equestrian activities.

Soon after the completion of the Palos Verde Club, which boasts of one of the sportiest 18-hole golf courses in Southern California, the management of the Palos Verde Estates went into the matter of a permanent riding establishment, with the result that the Palos Verde Riding Club stables were built and are now in operation. Membership in the Riding Club, as in the Palos Verde Golf Club, is open to residents and property owners, with a provision also for guest riders. The stables, which occupy a commanding site not far from the commodious golf clubhouse, were built to accommodate thirty-five horses in box stalls. James Clasby, a well known Southern California horseman, is in charge. It is planned later, as interest in horseback sport grows, to construct a large riding ring and regulation polo field.

Horseback riding on the beach is one of the popular diversions with the Palos Verde residents, who also have the advantage of miles of bridle paths and dirt roads through the hills. So many riding opportunities stretch out before the horseback devotees at Palos Verde in fact, that it would require a full week to explore all the fine rides accessible to horses.

The management of the Palos Verde Estates, at the head of which is Jay Lawyer, widely known capitalist, is in entire sympathy with the idea of making Palos Verde a center of equestrian activities, appreciating the favor the horse has gained in connection with outdoor recreation. The general development program which is now under way at Palos Verde calls for an expenditure of $8,500,000, and includes a lavish outlay for community beautification and varied recreation. The aim of Mr. Lawyer and his associates is to provide opportunity for golf, horseback riding, tennis, swimming, yachting and motoring under ideal conditions, and today all these sports may be enjoyed without limit under the most favored climatic conditions.

New Rose Shown

THE single object which has done more to spread the fame of Los Angeles throughout Europe than perhaps anything else is the rose that was bred here by Fred Howard and named for the city. From this original and famous bush, the "Climbing Los Angeles" has been developed and is to be the newest variety shown at the Germain Company's Annual Rose Show.

Honor for the creation of the new climber is claimed simultaneously by three Japanese. It is fairly certain that the "Climbing Los Angeles" appeared as a sport on the bush of the original "Los Angeles." The cause of the sport is, of course, not known, save that it is the result of a peculiarity in the particular bush and that though its origin is mysterious, it is a stable variety.

Group of riders on one of the by-ways of Palos Verde with the background of flowers, shrubs and forest that lends interest and variety to the countless pilgrimages available to riders on the estate.

1744

IT has been notably true of Los Angeles that most of its great enterprises associated with community development and material progress have succeeded because they have had the driving force, the business genius and the intergrity of some singularly capable personality behind them. William Mulholland and the Los Angeles Aqueduct, Robert Rowan and Windsor Square, Bel-Air and Alphonso Bell, the Jansses and Westwood, S. H. Woodruff and Hollywoodland, J. Harvey McCarthy and Carthay Center—these are all cases in point.

Another development which illustrates how closely related are success and the administrative ability of the personality who is looked too to create that success is the great Palos Verde Estates project under the directorship of Jay Lawyer. Mr. Lawyer is widely known as the personal representative in California of Frank V. Vanderlip, former president of the National City Bank of New York. When Mr. Vanderlip and a group of his Eastern associates purchased the immense Palos Verde Rancho in 1913, they had in their vision the development of a millionaire residential colony in Southern California which would rival in every way the famed Riviera of Southern France. Two starts were made, the world war intervened to halt proceedings, and then the task of reorganizing the work and making good on the completed residential and recreational ideal was put up to Mr. Lawyer.

The fulfillment of the Palos Verde Estates plan calls for a lifetime of earnest endeavor. One must have a first-hand view of it to comprehend in measure the immensity of the task over which Mr. Lawyer has entire supervision. City planning embodying a definite ideal, residential architecture of the highest merit combining also landscaping and garden planting, recreational development, educational and social establishment, worldwide publicity —all these constructive activities and a thousand other inter-related considerations are included in the scope of Mr. Lawyer's job of turning a former ranch holding of some 16,000 acres into a home region unmatched in any part of the world.

The challenge to do this work and do it well has come insistently to Mr. Lawyer because underlying his purpose is the spirit and vision of the idealist. He saw Los Angeles forty years ago when its principal development was centered around the old Plaza, he has watched its progress into a commanding position among the world's great centers of wealth, and he realizes, in common with those who foresee the city's future position in industry, finance, educational, social and cultural progress, that such a gigantic subdivision as that represented in the Palos Verde Estates fits as naturally into the community's needs as does the completion of the Los Angeles harbor or any of the other greater community ideals.

Before coming to Los Angeles Mr. Lawyer spent years of business activity in Chicago and the Northwest, and he has had a sound legal training and a broad general experience to fit him for his present big work. He has brought to the Palos Verde Estates development an uncommon capacity for the tasks at hand, a sense of orderly management which is characteristic only of men of large abilities, a keen understanding of the artistic factors involved in his particular undertaking and a fine appreciation of the capabilities of those handling the technical features of this magnificent enterprise. Palos Verde, reserved by nature to fill a superbly beautiful residential, recreational and social ideal, is one of Western America's dream-spots; the dream of practical, far-seeing men. And it is today coming rapidly into fulfillment because Jay Lawyer, practical dreamer and man of action, it at the helm.

Attached to Outdoor Life
Set of

A gallop on the hard, curving beach at Palos Verde is one of the joys of the equestrians who find every encouragement for their sport in the advanced community development under way on the great estate.

LOS ANGELES, CAL., EXAMINER
OCTOBER 18, 1925

Riding Academy Quarters

WORK has been completed on new stables for the Palos Verdes estates. The unit will provide accommodations for twenty-five horses.

1744

Instead of slackening with the coming of fall, building activity at Palos Verdes is increasing in volume. Plans for nine new residences, most of which are to be erected at once, were passed upon by the Palos Verdes art jury at its regular session las Wednesday. Included were plans for the first flat building to be built at Palos Verdes; a four-family dwelling to be erected in the Malaga Cove district by James Woosley.

Construction was started last week on an English type dwelling for Mrs. Dorothy Barratt on Granvia la Costa, just south of Malaga Cove. Homes for Ripley Dorr, Boyd Comstock and Myra Reynolds are all nearing completion, and Frederick Law Olmstead already has occupied his Spanish type home on the cliffs at Malaga Cove.

The new riding academy for C. C. Clasby in the Valmonte district with stables for 25 horses, recently has been completed. Another interesting structure just finished is the stone tower built to mark the eastern entrance of the Estates of [illegible] thorne avenue structure, built and serves as the caretakers

Extension of the Malaga se Bay is being p possible. Gas be available in very near futu will be erected once.

WORK PUSHED ON SACATELA STORM DRAIN

Huge Wilshire System, Costing $3,000,000, to Aid Crenshaw Boulevard Development Plan

Making possible the development of Crenshaw boulevard into an important cross-town thoroughfare, and coming as a direct benefit to numerous outlying business centers, actual construction on the first unit of the huge Arroyo de la Sacatela storm drain project has been started.

Contract for the erection of the first unit has been awarded by the Board of Public Works to the Atkinson-Spicer Company at $1,326,000. This firm already has started operations.

The second and third units of the drainage scheme, which will increase the cost of the entire project to approximately $3,000,000, will be started upon the completion of Unit No. 1.

The contract awarded the Atkinson-Spicer Company, which involves the construction of seven miles of underground concrete drainage channels, is one of the largest storm drain contracts let. Local contractors received the award in competition with large construction companies from other localities, assuring employment of local men and use of local products.

In general, the main line begins at Wilshire boulevard and Mariposa street directly to the west of the Ambassador Hotel, and extends diagonally through the intensively developed and built-up Wilshire residence district southwesterly to Eleventh street and Crenshaw boulevard, where it connects with the La Brea storm drain extension.

CONCRETE USED

Between the Ambassador Hotel and the junction with the La Brea storm drain extension, a distance of approximately two miles, the Sacatela drain is to be constructed with reinforced concrete fourteen feet wide and twelve feet high, inside dimensions.

The magnitude of this subterranean conduit may be visualized by comparing its width with the standard state highway width of fifteen feet. A double line of vehicular traffic could easily be accommodated for miles inside the drain.

From this junction with the La Brea storm drain the Sacatela drain continues in a southwesterly direction to a point beyond Vineyard station at Highland avenue, about two blocks south of Pico street, where the outlet structure will be erected.

Owing to the large capacity required to drain the storm waters it is necessary to construct this portion of the Sacatela drain as a reinforced concrete double box drain composed of two compartments both eleven feet wide and ten feet 6 inches high.

HUGE UNDERTAKING

Some idea of the magnitude of the work may be gained by considering the quantities of materials required in this construction. It will require the removal and backfilling of over a quarter of a million yards of earth alone.

Reinforced concrete floors, walls and roof will require 5,000,000 pounds of steel reinforcing bars,

Sacatela D[rain]

CONSTRUCTION of storm drain [now pro]gressing in southwest section of city will cost [about] $3,000,000 when completed, according

the largest sal thousand in the West, e five feet cement, togetly been inrock and 40,0

It is intere[st]ovement of spite of keen important eign steel m contractors panies that perations at these materisiness dislocal compar[i]iously held Spicer Comp[a]essing and [t]his vicinity,

WILL REST

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The drainag[e] 000 separate territory exte[n]ton street no[r]vard and fron[t] to Bronson.

Large areas be reclaimed flood waters Hollywood di[s] request of owners the [c] menced opera[tions]

Los Angeles, Cal.
TIMES
OCT [illegible] 5

salesmen's division.

Port District Backs Greater Highland Plan

That the Los Angeles Harbor district will do all in its power to aid the plan of the Greater Highland Boulevard Association to extend Highland avenue through the Baldwin Hills to the sea, was indicated at a meeting at Walteria, which was attended by delegations representing virtually every community in the Palos Verdes area.

Resolutions were passed indorsing the proposal and committees were named which will co-operate with the Highland association in conducting its campaign. It was announced at the meeting that the Los Angeles Traffic Commission was solidly back of the project, as the "logical route from the theatrical and shopping center of Hollywood and the commercial distributing center to the harbor district."

The Traffic Commission, in announcing its stand for the extension plan, declared that it would provide a much-needed outlet for traffic from San Fernando Valley by dodging the Los Angeles congested districts.

Los Angeles, Cal.
TIMES
OCT 18 1925

PALOS VERDES OKEHS HOMES

Art Jury Certifies Plans for Dwellings

First Flat Building Among Those Approved

Active Construction Work Goes Ahead

The active campaign of building which has been in progress at Palos Verdes all summer shows no sign of slackening, according to the reports of the Palos Verdes Art Jury, which passed upon the plans for nine dwellings at their regular session last Wednesday. Included among them was the design for the first flat building planned for Palos Verdes, a four-family dwelling to be built by James Woosley in the Malaga Cove district from plans prepared by Hugh Kirk.

Construction work commenced last week on a handsome English-type home for Mrs. Dorothy Barratt on Granvia La Costa, just south of the Malaga Cove district. Work is almost completed on the homes of Ripley Dorr, Boyd Comstock and Myra Reynolds.

With stables for twenty-five horses, the riding academy built for O. C. Clasby in Valmonte, near the golf clubhouse, has been completed and occupied by Clasby. Another feature of the recent building program has been the erection of a two-story tower of the native field stone, at the Hawthorne-avenue entrance to the estates, and which is occupied by one of the caretakers.

Building in the Margate section, just above Lunada Bay, will shortly be stimulated by the extension of gas and electricity to that district. Work is in progress on the extension of both of these public utilities and three homes will be built in the Margate section immediately upon their arrival.

The new Palos Verdes school is progressing rapidly and will be ready for occupancy by the first of the year. Grading of the playgrounds commenced last week. At present school sessions are being held in the Gardner Building in Malaga Cove, and more than sixty children are registered in the Palos Verdes district.

SAN PEDRO, CAL., PILOT
OCTOBER 19, 1925

ANOTHER SCENIC ROUTE SOON OPEN

ANOTHER summer will see the Granvia Miraleste, the new road from San Pedro to the ocean front of the Palos Verdes range, added to our local road system, and its traffic to grow yearly in volume for all the years that are to come, so far as imagination can go. With more of a marine view than Western avenue, with which it connects at Miralesta, it will rival that road in the matter of scenic wonders, and many will be the discussions as to the rival beauties of the two routes. It will generally be admitted, though, that neither has a rival excepting the other. Showing from its route more of the ocean, nevertheless in its course around the southern stretch of the hills is given a sweeping view of San Pedro and the harbor fully equal to that along Western avenue at Miralesta. In connection with Granvia El Costa, the western extension of the new road along the coast at Portuguese Bend, an entirely new route to Redondo will be opened. In common with other street and boulevard names in the Palos Verdes development it is interesting to note that all names were supplied by a committee of the California State Historical Society.

LOS ANGELES, CAL., EXAMINER
OCTOBER 19, 1925

Abandon Shallow Zone Hopes at Palos Verdes

Drill pipe checks on the depth of the Petroleum Securities Narbonne at Palos Verdes credits the well with better than 3300 feet of hole. When drilling started it was thought that production similar to that of the Baldwin Hills would be picked up around 2500 feet. This mark has been passed and almost 1000 feet more and as yet the well has nothing that indicates production.

REDONDO BEACH, CAL., BREEZE—198
OCTOBER 20, 1925

SESSION OF COUNCIL IS SHORT ONE

Mildred Balaam Given a Vote of Thanks for Her Work

D. B. LONDON BACK

Hold Back Awarding Any Contract on Paving Lucia Street

In the absence of her father, City Clerk Balaam, Miss Mildred Balaam officiated last night at the meting of the Redondo city council. She was given a vote of thanks at the close of the meeting for her accurate and speedy handling of the work.

Council was out at 9:30 o'clock, quite a contrast from the midnight sessions of last summer, when orators in the audience would consume hours telling what they thought of things in general. There ought to be some rule as in large legislative bodies that would curb the speeches of the protestants. Or they might be given a room by themselves in which they could do all their orating and then come back to the council chamber.

Another palmist wants to locate on the Strand in order to foretell a good winter, perhaps. The application was referred to the chief of police.

The Palos Verdes Transportation Company was given permission to erect a small sign on the curb on Pacific avenue to denote the bus stop.

Ed's Coffee Shop was [illegible] permission to add [illegible] many good things [illegible] popular place. The [illegible] back be in the private dini[illegible] rip to

Because of alleged [illegible] proceedings which "[illegible]

LOS ANGELES, CAL.
ILLUSTRATED DAILY NEWS
OCTOBER 21, 1925

L. A. Port to Keep Avalon Steamer Line

Chances of Redondo Beach becoming the mainland terminus of the Wilmington Transportation Company received a solar plexus blow yesterday when J. H. Patrick, president of the company and head of the Wrigley interests in Southern California, emphatically denied the truth of reports to this effect.

According to Patrick, the excursion steamers plying between Wilmington and Avalon, Catalina Island, will continue to make the Catalina Terminal their terminus, "until the harbor department decides to fill up the channel" that makes the present waterway. This, as Patrick put it, covers a period ad infinitum.

Patrick said the reports of removal to Redondo Beach probably followed a suggestion made to Wrigley recently by a committee from the beach city that he expend something like $25,000,000 to build a harbor extending from Palos Verdes to El Segundo.

Patrick declared that it would be impossible for the Wrigley boats to make Redondo Beach a terminus because they could not dock there. He also scouted the idea that Long Beach might replace the present Catalina Terminal.

"We will stay right where we are unless the harbor department decides to fill up the channel," he said.

SAN PEDRO, CAL., NEWS
OCTOBER 23, 1925

PALOS VERDES SYNDICATE TO BACK CHAMBER

Support in Fight Against Outfall Sewer Is Today Assured

SECURE 3 ATTORNEYS

Prepare to Battle Project at Hearing in Los Angeles Soon

Support of the Palos Verdes syndicate in the fight against the proposed sewer outfall at White's Point is assured in a letter from Jay Lawyer, the general manager, made public today by Secretary R[illegible] H. Beaton of the San Pedro [illegible] following its presenta[illegible] special chamber direc[illegible]cilme[illegible]ng late yesterday after[illegible] been defe[illegible]

SAN PEDRO, CAL., PILOT
OCTOBER 23, 1925

[illegible] Results

[illegible] TALK BUT NO ACTION ON COUNTY ROAD

County Commissioner and Counsel in Conference Here

Hope expressed by County Counsel De Costa, that he would be able to get a right-of-way from Roman Sepulveda for the extension of Western avenue to White Point, brought applause at the conference called between the county road officials and property owners in San Pedro yesterday. The only other grain of comfort that the property owners seemed to get from the conference was when County Road Commissioner Jones promised to fix up the county roads leading to the Bandini street school pending proceedings that have been pending for months for permanent improvements.

With the exception of these two rays of hope, it was rather a dismal meeting, during which the road commission and attorney did a lot of diplomatic sparring, commonly known as "buck-passing," in reply to some pointed questions asked by property owners.

The La Rambla district was well [illegible] by a large group of

INGLEWOOD, CAL., NEWS
OCTOBER 23, 1925

Lions And Rotary Hear Senator Lyon

Requests Inglewood Support for Drug Addict Rehabilitation Bill and His Referendum Measure Providing Funds to Erect University Buildings in Westwood

A plea for support of a measure that would provide adequate facilities for the rehabilitation of drug habit victims was made at the joint meeting of the Inglewood Lions and Rotarians at the Rainbow Inn yesterday by State Senator Charles W. Lyon of Los Angeles. Senator Lyon declared that he was sincerely sorry that this measure, which would have provided a fund for the building of hospitals for the proper treatment of drug addicts, failed of passage at the last session of the legislature, and asked for the backing of Inglewood when the bill comes up again. State Building and Loan Commissioner E. A. Falch also spoke at the meeting.

Yesterday the Rotarians were the guests of the Lions and it was pointed out by Attorney Newcomb Condee, who introduced the senator, that it seemed appropriate that a Lyon should be addressing Lions.

Requests Support

The speaker also asked the support of his hearers for the referendum bill, which he introduced in the last legislature, which will provide funds for university buildings at Westwood for buildings to house state offices in Los Angeles, instead of having to pay high rents in widely scattered localities, and for a building at the State University of Berkeley, which will replace the one that burned.

Mr. Lyon was most active in the long struggle to secure equal educational facilities in the south, and at last Southern California is to have a state university with courses equal to those at Berkeley, so that a long and expensive journey and sojourn in the north will not have to be made by students from this section. He referred to efforts made to locate the university at Palos Verdes and expressed his regret that the university regents had decided upon another locality.

Gives Tax Warning

The senator declared that he had just come over to keep a golfing date with George Malloy, and had not expected to make an address, but both Lions and Rotarians were much interested in his brief but pithy talk.

In closing, he uttered a warning against the tendency to impose more commodity taxes. The present gasoline tax, with the decrease in the motor license fee, was fair enough, he declared, but an increase of two or three cents would not be fair, he asserted, particularly to Southern California. It is even planned to put a commodity tax on crude oil and even on butter, Senator Lyon warned his hearers. Such imposts, he averred, would provide revenue in such a way that it would not loom up very largely, and hence give an appearance of economy in other ways.

Speaking of economy, the speaker gave it as his opinion that the candidate who held out promises of big reductions in state expense should not be given any too much credence. "It costs more money to educate two school children than it does one. It costs money to build more roads. While Southern California is growing by leaps and bounds it stands to reason that expense for improvements cannot be reduced," he said. "The tendency to extravagance and to rash expenditure should be checked, but as for expecting a smaller expenditure than at present, and keep pace with the growth of the commonwealth, is not reasonable."

Familiar Faces Seen

In closing, after expressing his pleasure at the opportunity afforded to ad-

(Continued on Last Page)

GLENDALE, CAL., NEWS-
OCTOBER 24, 1925

CITY PLANNING

Western cities have been builded so rapidly that, in cases, sufficient thought has not been used to lay the for future growth. Los Angeles' narrow streets are pointed out as a deplorable example of the lack of city planning in the early days, an oversight that is costing millions and will cost more millions to correct. If Los Angeles' growth could have been foreseen and wide streets and many through boulevards had been provided for in the beginning, what a difference it would make now in the automobile traffic problem and in the rapid transit situation which are occupying the attention of the city officials.

But, western cities are not the only offenders in this respect. Accidents have taken such a toll of life in New York city that the transit commission has ordered the removal of nine grade crossings, where the greater per cent of these accidents occur. Many lives had to be lost and $3,000,000 must now be expended to correct a condition that might have been obviated in the first place, with a little thought.

Although Glendale has grown rapidly—and until recent years without the work of a planning commission—we have little to regret in the way our streets were laid out and zones established. Brand boulevard is so spacious that it is the envy of many other communities and it is in delightful contrast with the main business street of our neighboring city of Pasadena.

The city of Palos Verdes being builded on the hills overlooking the Pacific between Redondo and San Pedro is unique in the country, and perhaps in the world, in having been planned in every detail before a shovelful of earth was turned. Residence and business districts, wide, winding roads and parks, schools and clubs were all provided for on paper before work on the project started. And an art jury passing upon the plans for every building erected guarantees that the whole will be harmonious and that no one's view will be obstructed or his artistic sense violated by his neighbor's house.

SAN PEDRO, CAL., NEWS
OCTOBER 23, 1925

WESTERN AND LA RAMBLA TO BE IMPROVED

Road Commissioner Jones Confers With Local Representatives

ANNEXATION TALK

Outlook for Two Districts Brightened as Result of Conference

Work on the extension of Western avenue from the present terminus to White's Point will be started by the county within 30 to 60 days. Extremely bad street conditions in the vicinity of the Bandini street school and in the La Rambla section will be temporarily relieved by spreading gravel at once.

These two important facts today stood as the pledges made by County Road Commissioner Geo. W. Jones in conference with directors of the San Pedro chamber of commerce and a large group of citizens representing the Point Fermin Improvement association and the Bandini Parent-Teachers' association at the chamber offices yesterday afternoon.

Outcome in Doubt

Outcome of the move to secure adequate passage of traffic between San Pedro and Redondo by way of the San Pedro Golf and country club's lease from Roman

whom he knew as the former editor of the Daily News, and Fred R. Pardee, with whom he used to play baseball in the good old days.

New Building Here

The building and loan commissioner, who was introduced by Sanford M. Anderson, president of the Peoples' Building & Loan association of this city, had the pleasure of making the first public announcement of plans for a handsome new building for the local building and loan organization. He told also if its increase of another $100,000 in assets in the last year and of the very great probability of seeing that increased to a million dollars in

dicate as to the road matters involved. Horner stated that present construction to Miraleste was according to survey lines set a decade or more ago.

Club Won't Post

Although there were several factions as to the ranch routes represented at the conference, Deputy DaCosta seemed to put the issue up to the syndicate, stating

SAN PEDRO, CAL., PILOT
OCTOBER 24, 1925

UNITED FIGHT TO BE WAGED ON SEWER OUTFALL

Palos Verdes Syndicate and Burkhardt Interests To Help

Joining in the fight on the proposed construction of the county sanitary sewer outfall at White Point, the Palos Verdes Estates organization today agreed to cooperate with the San Pedro chamber of commerce in its campaign to block the move.

The scheme is impractical, Jay Lawyer, manager of the Palos Verdes company, declared in a letter to the chamber endorsing its activity in the matter and promising full support.

An inspection trip to the site of the proposed outfall and to the present city sanitary sewer outfall at Hyperion, originally scheduled for today by chamber and city officials, has been postponed because of other engagements. The party, including Councilmen Colden and Jacobson, A. E. Hennings and Roy Beaton, of the San Pedro chamber, and George Flint and Lou Johnson of the Wilmington chamber, will make the inspection trip as soon as they can arrange it.

Secretary Beaton reported at a special meeting of the directors yesterday that the Burkhardt in-

that he believed the Sepulvedas would do the right thing at the right time.

G. M. Lashley, speaking for the Point Fermin Improvement association, and a number of others entered the discussion prominently, declaring that routes now provided will be impassable for school bus service with the start of rainy weather. They pointed out that the Automobile Club of Southern California had refused to post the route and thus send a large amount of traffic into it, and said that Hanford avenue was steep and dangerous, a claim that met the contradiction from the opposing fac-

LOS ANGELES, CAL., EXAMINER
OCTOBER 25, 1925

TRACT DESIGN SHOW FEATURE

An interesting exhibit that clearly shows the influence that Palos Verdes is exerting toward better architecture is one of the features of the Home Beautiful Show which opened yesterday at the Olympic Auditorium. Particularly effective are more than a dozen enlarged photographs showing typical homes that have been built at Palos Verdes under the approval of the art jury which passes upon all structures erected there.

In addition to photographs of the homes a number reveal the attractive plantings which feature the Palos Verdes dwellings. Maps especially prepared by Olmstead Brothers, who have had charge of all development work at Palos Verdes, and sketches of the plazas for the business centers at Malaga Cove and Lunada Bay complete the exhibit.

Palos Verdes representatives are in attendance at the exhibit, and an attractive folder especially printed for the occasion, contains pictures of many of the Palos Verdes homes.

Los Angeles, Cal.
TIMES
OCT 25 1925

HOMESITE AREA LEADS IN BUILDING

Palos Verdes led nineteen other Southern California cities in amount of building permits for the month of September, according to figures released by Building Commissioner Snelgrove.

The Palos Verdes figures for last month were $37,000, which led August by a substantial margin and were almost three times the permits issued a year ago.

SAN PEDRO, CAL., PILOT
SEPTEMBER 25, 1925

DIRECT ROAD TO PORTUGUESE BEND SOUGHT

Autoists Are Forced To Turn Back At Golf Club

How to open up a direct road to Portuguese Bend from Point Fermin was a problem discussed by the directors of the San Pedro Chamber of Commerce yesterday without a solution being found. The old road from White Point has been closed by R. D. Sepulveda and the San Pedro Golf and Country Club.

Twenty-sixth street has been extended to the west line of the golf club along the north side but is does not connect with the old road through to Point Fermin. Tourists coming from Redondo have to turn back after coming over the hill, so complaints that have been coming in state, to reach Point Fermin.

The Palos Verdes syndicate in building a new road around the coast from Redondo Beach to the Miraleste tract and it will be possible to come into San Pedro over this route but it will be several months before it will be completed.

It is also possible now to drive to Redondo over the top of the hill over the dirt road from the head of Fourteenth street through the Averill-Weymouth and Palos Verdes property. It is a very good dirt road with no bad grades and is being used by many as a scenic drive, although it would not be safe in wet weather.

To secure a direct road to Portuguese Bend from Point Fermin L. S. Anderson was named chairman of a committee to confer with Sepulveda and see if ways and means cannot be devised for making a connection between the old road and the new road along the north side of the golf club. The Point Fermin Improvements Association has made several complaints to the county officials since the old road was closed but has secured no action.

Sepulveda has withdrawn from escrow the deed for a right of way for the extension of Western avenue to White Point on the ground that the county road department did not keep its agreement to begin work on the road at once.

SAN PEDRO, CAL., PILOT
SEPTEMBER 26, 1925

CLARKE PAYS TRIBUTE TO PALOS VERDES

Retiring Sales Director Expresses Faith In The Project

Donald K. Lawyer, well known in Los Angeles real estate circles has been appointed sales manager for the Palos Verdes Estates, in which many men and officers of the fleet are interested. Mr. Lawyer is a son of Jay Lawyer, manager of the syndicate and uceeds Henry Clarke. He was in San Pedro yesterday looking over the town and was amazed at the development work being done here.

On the eve of his departure for Chicago to assume the position of sales manager for the Celotex Company, manufacturers of the widely advertised insulating lumber made from the refuse of sugar cane, by Henry Clarke, late sales manager for Palos Verdes to the subscribers erpressing his faith in the project launched by E. G. Lewis and now being carried on by Jay Lawyer. In his letter he says:

"Above all to give just credit to Mr. Lewis does not lessen the value of the services rendered the Estates by Mr. Jay Lawyer under whose direction all constructive work has been done, the water and transportation companies formed and all expenditures made. But in the end, when all is said and done, it must be to Mr. Lewis that the credit will go for giving expression to the most original and at the same time the most practical plan of community financing and development that has ever been formed in human mind—and that is just what we have in Palos Verdes. There is credit enough for all; let us place it where it belongs."

For the past two years Lawyer has been manager of the Estates Mortgage and Building Company, which has been engaged in building and financing homes in Palos Verdes with marked success. His record with that organization, and the complete familiarity which it has given him with every feature of the Palos Verdes project, led to his selection as sales director.

Lawyer has been a resident of Los Angeles for nearly ten years. He has had wide sales experience in his field in several lines, for some time having been connected with the sales organization of Blyth, Witter. Later he operated a real estate office of his own, building homes and selling them as well as handling real estate.

The same policy of sales development that has been carried on by Palos Verdes since its inception will be carried out under the direction of the new executive.

REDONDO BEACH, CAL., BREEZE—13S
SEPTEMBER 26, 1925

New Lighthouse in Operation Before First of The Year

By January 1 the new Point Vincente lighthouse, midway between San Pedro and Redondo Beach, wil be in operation. It will be the finest lighthouse and reservation in the world, in are opinion of many shipping men.

The new light will be of the revolving type, with a range of 28 miles over the sea on a clear night. Of equal importance is the fog horn, of sufficient volume to be heard 12 miles at sea.

The lighthouse reservation has been designed and built to conform with the art requirements of the Palos Verdes projects, in which it is located. Construction work, under the direction of Grant T. Johnson, San Pedro contractor, is now virtually complete. A lighthouse tender is due in port late today or tomorrow with the giant light. This light, 15 feet in height, will be mounted on a tower of reinforced concrete 55 feet in height. The whole stands on a bluff more than 100 feet above sea level.

That the new light will be a great boon to mariners is agreed upon by all shipping men. In the past, ships have been forced to give a wide berth to the treacherous rocks of Point Vincente during a fog. With the light and horn in operation a much shorter passage off the point will be possible under all weather conditions.

Los Angeles, Cal.
TIMES
OCT 25 1925

On the Southland beach, with the Palos Verdes Hills in the background.

Los Angeles, Cal.
TIMES
OCT 25 1925

Tract Exhibits Photographs at Home Show

Photographs of attractive homes and artistic plantings in Palos Verdes Estates feature a very interesting exhibit staged by Palos Verdes at the Home Beautiful Show which opened last night at the Olympic Auditorium.

A dozen enlarged pictures show typical homes that have been built at Palos Verdes under the approval of the art jury which passes upon all structures erected there.

Maps especially prepared by Olmsted Brothers, who have charge of all development work at Palos Verdes, and sketches of the plazas designed for Lunada Bay and Malaga Cove complete the exhibit.

LOS ANGELES, CAL., EXAMINER
OCTOBER 25, 1925

Building on Gain in Palos Verdes

Building permits issued at Palos Verdes in September amounted to almost three times the figure for the same month a year ago, according to a report recently made by Building Commissioner Snelgrove of Palos Verdes, and likewise led those of August by a substantial margin.

The Palos Verdes total of $37,000 for the month, incidentally, was sufficient to place Palos Verdes ahead of nineteen other Southern California cities, according to their September reports.

REDONDO BEACH, CAL.,
BREEZE—19S
OCTOBER 28, 1925

SUBDIVISION TO BE OPENED SOUTH CITY

Local Realtors Believe It Will Tend to Help Conditions

NO DETAILS AS YET

Los Angeles Realty Firm Said to Be Back of Transaction

It was reported today, on excellent authority, that the tract of land lying south of Redondo-San Pedro boulevard and up to the start of the Palos Verdes property has been sold by the Huntington Land company to a prominent firm of Los Angeles real estate men.

O. N. Tomlinson, local representative of the Huntington Land company, did not care to be personally quoted about the deal, but said he was given to understand at the uptown office that the matter had been closed.

Harry G. Cooper, president of the Redondo realty board, said that he had at once offered the temporary use of his office to the Carlin G. Smith company to use as headquarters while preliminary matters are launched.

It is the duty of every Redondo citizen to get back of this move, declared Mr. Cooper, for its success will mean everything to the immediate vicinity. He said that nothing should be done to impede or harrass the subdividers and that on the contrary all should lend a helping hand.

According to George Evans, who will aid in the disposal of the lots, the subdivision syndicate has taken over some 700 acres belonging to the Huntington Land company, south of Redondo city limits and extending up to the Palos Verdes.

It is said that hundreds of thousands of dollars is involved in the transaction.

Already a tentative map of the tract has been prepared and improvements will presumably start at once.

Mr. Evans said today that this subdivision will be the means of attracting more people to Redondo and will tend to aid business in many ways.

He also feels that it is most important to secure beach frontage, and he says one of the great advantages of the new subdivision is that it extends from the hills right down to the tideline.

TORRANCE, CAL., HERALD
OCTOBER 29, 1925

No Oil Showing At Either Test Well, Is Report

No appreciable showing of oil has been encountered at the A. T. Jergins Trust wildcat well in the Palos Verdes Hills, it was officially announced Tuesday, when the bottom of the hole was at 2200 feet. The Narbonne No. 1 of the Petroleum Securities Company (Doheny) is down below 3000 feet and it is asserted that no promising strata have been picked up.

REDONDO BEACH, CAL.,
ADVANCE—131
SEPTEMBER 29, 1925

Reception at Cheney Home

A farewell party for Mrs. Willis Brooks and a welcoming reception for the high school teachers will be given by the High School P.T.A. on Thursday evening, October first, at the beautiful home of Mrs. C. H. Cheney in the Palos Verdes Estates.

It is to be a delightful party, judging from the plans, with Mrs. Parlaine Reid, program chairman, and Mrs. Cheney, music chairman, in charge of the musical program; Mrs. Emily Sinsabaugh, Mrs. Adele Dugdale and Mrs. M. P. Meacham, games of the evening; Mrs. Fred Patton and Mrs. J. C. Rous, refreshments.

Mrs. Brooks, who is president of the high school association, will leave with Mr. Brooks the tenth of next month for a month's tour of the east.

SAN PEDRO, CAL., PILOT
SEPTEMBER 28, 1925

Point Vincente Light Will Be Installed Soon

Delivery of the giant light which will soon be placed in operation at the Point Vincente lighthouse was effected during the last three days with the arrival of the S. S. Sequoia, United States lighthouse Service tendership.

Construction work at the Point Vincente reservation has been completed with exception of mounting the light on the top of a 55 foot re-inforced concrete tower. With this work done, the grounds around the reservation will be improved with lawns and shrubbery.

Point Vincente is located midway between the local port and Redondo Beach. Although considered dangerous to navigation, the point is one of the picturesque spots on the Southern California coast. The reservation, with its lighthouse and keepers' homes, has been built to harmonize with the artistic plans of the Palos Verdes Estates. Cost of the lighthouse and its reservation is approximately $90,000.

REDONDO BEACH, CAL.,
BREEZE—19S
SEPTEMBER 30, 1925

Distinguished Man to Be Heard Monday at Redondo Woman's Club

To greet one another again after the summer of separation will be the pleasure of the Woman's club of Redondo Beach on Monday, October 5, when the opening luncheon of the season will be held. If you have not made your reservations, please do so at once by calling either Mrs. Vincent Burnham at 3222, or Mrs. S. Constad at 1153. Please do this as soon as possible so as to let the committee know how many will be present.

Members will all wish to be present as it is the occasion of making plans for the department work and enrolling for the departments in which you are the most interested. A big treat comes in the program of the afternoon when George Gibbs, Jr., will be the speaker. Although Redondo has sort of claimed Mr. Gibbs as its own ever since he became identified with the Palos Verdes project here, after all, how much do we really know of this distinguished man who lives among us. Here is just a little close-up of Mr. Gibbs. After graduating from the University of Illinois he took his S. B. degree in landscape architecture at Harvard unievrsity. He later was identified with the Olmsted Brothers, world famous landscape archtects of Brookline, Mass., for eleven years. In May, 1917, he was called into service and was a major in the construction division of the navy as city planner for the cantonments, remaining in that capacity until October, 1920. In 1920 Mr. Gibbs went to Europe as landscape architect to make army plans for the eight American cemetaries in France, one in Belgium, and one in England.

At present Mr. Gibbs is with Olmsted Brothers at the western office in the Palos Verdes, and he is coming to the club Monday to be the speaker of the afternoon.

Club Is Enthusiastic

LOS ANGELES, CAL., EXPRESS
OCTOBER 31, 1925

REALTY BOARD ADDS EIGHT NEW FIRMS

Active membership in the Los Angeles Realty Board was given to eight new firms by action of the board of governors of that organization at a meeting held at the Clark Hotel last week.

The new members are J. B. Halbert & Co., Gaines Investment Company, Palos Verdes Project, B. S. Tweedale, Shattuck Company, Inc., C. J. O'Connor, George R. Kress Corporation and H. Kenneth Howe.

LOMITA, CAL., NEWS-
OCTOBER 30, 1925

No Oil Showing At Either Test Well, Is Report

No appreciable showing of oil has been encountered at the A. T. Jergins Trust wildcat well in the Palos Verdes Hills, it was officially announced Tuesday, when the bottom of the hole was at 2200 feet. The Narbonne No. 1 of the Petroleum Securities Company (Doheny) is down below 3000 feet and it is asserted that no promising strata have been picked up.

REDONDO BEACH, CAL.,
BREEZE—19S
SEPTEMBER 30, 1925

Palos Verdes Art Jury Issues Invitations to Exhibit of Paintings

The Palo Verdes art jury has issued invitations announcing an exhibition of paintings by Ralph Holmes of the Otis Art institute, Los Angeles. The exhibit is hung at La Venta Inn, Palos Verdes estates, and will be on view during the month of October. Mr. Holmes was formerly with Carnegie institute, Pittsburgh, and the Art institute, Chicago.

POMONA, CAL. BULLETIN
OCTOBER 31, 1925

Foothill Estate Is to Be Made Exclusive Residential Section

Boundary, Contour, Surveys Being Completed; Reservoirs to Store Water; Art Jury Will Assure High Standards.

CLAREMONT, Oct. 30.—Surveys are being completed for the contours and boundaries preliminary to the development of the Padua Hills estate east of here. A great deal of planning and preparation is necessary before the project can be opened, but development is steadily going on, and forecasts an unusual improvement in the character of the property of this end of Los Angeles county.

On the committees having charge of the estate are men and women prominent in Claremont and Pomona college, though the latter is not connected with the movement.

Property held in fee at present totals about 500 acres which will be worth by the first of the year roughly $200,000. The syndicate is guaranteeing the financing of the work, and is of a character both as to membership and material backing to assure rapid and certain development of the plans now maturing.

A new feature is the practice of running boundaries between the property parcels so as to conform to the natural lay of the terrain, instead of repeating what is declared to be the mistaken policy of most subdivisions of cutting the ground up on a map in rectangles without consideration for artistic and engineering conditions.

Fifteen persons of nearby communities are already waiting for the opening of the estate, which will not come for two months or more because of the huge amount of work to be done on the ambitious enterprise.

Will Incorporate

Incorporation of the business, with large increases in operating capital, is expected later. At present the trustees are making the most of the opportunities seen in the land which forms the physical basis of the estate.

Construction of reservoirs is being arranged. These will grow out of the natural depressions in the land at the foothills. They are to be small compared with impounding dams, for they will not be used for backing water into the canyons, but rather for storage for domestic and other purposes on the property.

Water in sufficient quantities for all needs is being arranged for. It will be derived from several sources. Agriculture is not an essential part of the scheme, though on account of the lots being large, some residents are planning to have avocados and other products on a garden scale.

Pave Two Highways

Two highways are being paved which will give better motor access to the estate. A large part of Mills avenue to the foothills will be in shape shortly. The upper sections of Monte Vista avenue are now paved, and the county will improve the southern parts. The remainder of Mills avenue is to be paved by the same agency.

Baldy road, skirting the property for some two miles, curves past the foothills and gives connections with the highway into San Antonio canyon.

When completed, these two or more splendid thorofares will form a cut-off between Claremont and the mouth of the canyon. Such a change has been requested in various quarters, it is said. Motorists from all points to the west of the county line drive over Foothill boulevard to Mountain avenue, thence north to the dirt road which leads up San Antonio canyon. Upon the completion of the first phases of Padua Hills work this traffic will largely shift so as to pass through the estate and at the same time save distance.

Art Jury

An art jury, composed of qualified members of the governing group of the estate, aided by outside professional ability, is to pass upon all designs for private residences. A strict set of requirements is being drawn up so as to keep the desired harmony and good taste universal in the erection of the homes. This will cause the appearance of the residential district to be radically improved over those in which the growth is uncontrolled and exclusive standards not insisted upon.

Plans for the golf course may have to be changed on account of the forming of the reservoirs. In this case it is probable that the green would be moved southward.

Bridle paths extending throughout the picturesque country among the foothills will be cut shortly and will be many miles in extent when completed.

Plans are maturing for the combined community and club house, which is to have thoroughly modern architectural beauty.

Big Project

In spite of the rapid improvement of the Padua Hills estate, it will be some time before the work will be far enough along to permit of home building on the property, due to an enormous amount of designing and preparatory effort necessary.

The general idea of the project is comparable to Palos Verdes. Care will be taken to have the highest type of residents.

The estate comprises some 500 acres at present, taking in mesa and foothill land parcels extending from the west side of the mouth of San Antonio canyon past Palmer and Coble to Thompson canyon.

Potentialities for a splendid kind of homesite unfolding are alluring, according to those in charge, who are well acquainted with local conditions.

Officers

Guiding the movement are some of the best known persons of Pomona valley; Fred. Lucas, president; Mrs. Sara Bixby Smith, vice president; C. W. Hibbard, secretary; Lester J. Fitch, treasurer. The board of trustees comprises George C. Griswold, Fred L. Lucas, Mrs. S. B. Smith, R. J. Bernard and W. S. Ament.

LOS ANGELES, CAL.,
CAL. REAL ESTATE
NOVEMBER, 1925.

1744

Salesmen's Division

Department Devoted to 50,000 Salesmen

Harry H. Culver
Committee Chairman

FRESNO CONFERENCE RULES FOR REALTORS HARDEST DEALS TOLD SALESMEN INSPIRED

PRESIDENT-ELECT Harry H. Culver, Los Angeles, chairman of the salesmen's Division of the California Real Estate Association, presided over a conference of the whole at the Fresno convention October 7, when problems of Salesmanship were considered. In opening the conference Mr. Culver got away from the sterotyped form and took the basic topics for consideration. They were association, character, and understanding of opportunity, and the correct attitude toward one's job. He said in part:

TEXT OF CHAIRMAN'S SPEECH

"Baron Rothschild, financial genius and a man of vision, when approached for extension of credit by a worthy but temporarily embarrassed person, replied, 'I will do better than make you a loan. I will allow you to be seen walking down the street with me.' He knew the value of **association,** the **faith** placed in his great name. Investors, then as now, wisely appraised the **value** of an enterprise by the **names** of the men who **backed** it.

"In the final analysis, what's in a name but the proven character of the man who bears it?

"A man walked into the Morgan office in New York and asked for the loan of one million dollars. The late J. Pierpont Morgan asked him what securities he had. He replied, 'I have no securities—my collateral is my **character.**' The loan was made; Morgan knew the **value** of character. He knew what character **stood** for. He knew that character in business meant a reputation for **integrity, sincerity** and genuine business **ability.**

"How many of you have these splendid qualities? How many of you are building your business upon the right foundation? If you are, then you are building for **permanency.**

WE'RE SPOILED, HE SAYS

"What Realtor in the world has a greater opportunity to build his business on this stable base of permanency than we in California? Every California Realtor needs a year in the East. Back there it takes honest-to-goodness salesmanship to put the name on the dotted line. The trouble with the California Realtor is that he is calloused, calloused with opportunity—spoiled.

"If there is anyone in this audience who is not thoroughly sold on California—get away from it for three months and you will be.

"California is just starting to grow; people are coming here from all over the world. By train, by boat, by motor, to become citizens of this great State. We are going to smash all records and register new ones and 1926 is going to be the most prosperous of them all.

"But there is **work** ahead—**work** for the salesman who wishes to succeed. Pin up a new slogan on your office wall:

"No more chair warming
"No more order taking
"No more half-holidays
"No more 'I'll exchange by "Equi-ti-ty" for your "Equi-ti-ty."
"No more, 'you consume my mortgage and I'll consume yours.'
"No more misrepresentations, deception or exaggeration.
"Nothing but w-o-r-k.

"The longer I live the more I am convinced that a man's whole life depends upon the attitude towards his job. Go into any prison and you will find it full of people who began going wrong by regarding their work as a bore and a nuisance. Most people regard work as a penalty; it is the punishment of the poor, they think. And there you have the main reason why most people are poor.

"DO SOMETHING EXTRA"

"Do something extra. Do something you are not told to do. Do something you may not be paid for. There's the first step on the long road that leads to success and happiness. It's all in the Bible—that is the reason some of you fellows never see it.

"In maintaining our high standard of ethics today, a Realtor must have foresight, determination, courage, persistency, stick-to-it-iveness and above all, vision. They may call you a dreamer—but the moment they do, hang up your 'Success' shingle, because today every successful Realtor **is**—he has to be.

"Speaking of Real Estate—your father saw the street-cars bring the suburbs down town—you have seen the automobile compel villages thirty miles away to grow into cities—and you will live to see the airplane expand the residence districts of all cities out a hundred miles in every direction.

"Dream, Realtors, dream! But let the culmination of your dreams be—WORK!" Mr. Culver concluded.

THRILLS FROM REAL SALES

Interesting chapters in real estate history in California were related during the conference. Carl F. Schader of Los Angeles and Santa Monica thrilled his hearers with a five-minute account of the sale of the 16,000 acre Palos Verdes ranch during a panic in 1913. Sketched briefly, his story follows:

On Friday, the thirteenth, in 1913, Mr. Schader took a train to New York on a hunch he had obtained from a newspaper item, after having failed to sell his syndicate's option on the fourteen miles of ocean frontage:

$82,000,000 MELON, BUT THEY CAN'T CUT IT.

That was the headline telling of the settlement between the Union Pacific and Southern Pacific lines. Frank A. Vanderlip held the purse strings. Mr. Schader demanded five minutes of his time—and got it. In fact, he took six, brought back appraisers, with the personal aid of Harry Chandler and his wife built up $1,100,000 credit and consummated one of the largest single transactions in the southwest.

"The hardest sale—yet the easiest, when the right man was found," was the satisfying conclusion of the remarkable story.

MORTGAGE SWAPPING PAYS

State Director James R. Goldsworthy of Van Nuys described a three-way trade involving a hard-boiled Los Angeles business man as the hardest, toughest and most difficult deal he ever closed. It was in the San Fernando valley which he declared to be the fastest growing valley in proportion to its area in all California. By almost magical transfers of mortgages two of three pieces of property involved, increased $8,000 in value, Mr. Goldsworthy revealed, and he added that this was one instance where the title company earned every cent of their escrow charge.

Fred R. Caldwell, president of the Oakland board and vice-president of the C. R. E. A., gave five episodes from tough transactions in his five minutes' time, showing how shrewd salesmanship saved the day. J. Bradley Clayton of San Jose, after the conference informed Mr. Caldwell that he followed his advice given at the Pasadena convention in 1924, and closed a $15,000 deal.

CLIFF CLEGG WON OUT

Cliff W. Clegg, newly elected director, from the Southwest Board, Los Angeles, told how in a three-day auto trip over the state he sought out widely scattered guardians of five minor heirs to a piece of property to secure signatures necessary to dedication involved in transactions concerning the land which, bought for $95,000, sold for several hundred thousand. Little wonder he was an efficient caravan marshal!

"You can't always tell by appearances," said C. A. Matteson, founder of the Whittier district board, whose story concerned the successful sale of a $90,000 orange grove to a one-armed jitney bus driver who "didn't look as though he had four dollars and a half." Not only was the deal financed but the fellow has made good in a most praiseworthy manner, according to Director Matteson.

Telegrams of regret were received from the following, who, however, declared that they would reach the convention later in the week: W. I. Hollingsworth, Los Angeles; Chris R. Jones, Sacramento; and Frank C. Nye, Riverside.

OTHERS RELATE EXPERIENCES

Others who related experiences in closing difficult deals were: Clifton J. Platt, who told how he built his fortune in Pasadena; Charles W. Stewart, Monrovia; Oscar I. Leunenberger, Montebello; Oscar C. Wyatt, Los Angeles and J. Bradley Clayton, San Jose.

SAN PEDRO, CAL., PILOT
NOVEMBER 3, 1925

MUSICK JOINS LEGAL STAFF FOR HEARING

1744

Four Attorneys Lined Up For Fight in Sewer Case

Elyon Musick, senior member of the firm of Musick, Burr and Pinney, attorneys for the Palos Verdes Syndicate, will represent the syndicate in protesting the authorization of construction of the proposed sewer outfall at White's Point in the rehearing to be held before the state board of health.

Jay Lawyer, manager of the Palos Verdes Syndicate, informed directors of the chamber yesterday that Attorney Musick would attend the hearing and co-operate with other attorneys engaged to carry on San Pedro's fight against the plan. Attorney Musick is personally acquainted with Judge Leslie R. Hewitt and Judge Guy R. Crump, who have been retained by the chamber to represent it at the hearing, and speaks highly of their ability, Lawyer said.

The Burkhardt Investment company will be represented by Attorney James Anderson, who they have added to the battery of legal talent to fight the proposed measure.

The date of the rehearing on the application of County Sanitary District No. 2 for a permit to carry its sewer lines through San Pedro to dump in the sea off White Point has not been set by the state board of health as yet.

Dr. H. A. Spencer, surgeon in charge of the United States Public Health office here, notified the chamber that because of limitations set by the health service on the activities of its representatives, he would not be able to assist in the fight on the sewer proposition. He regrets that he cannot aid, he said, and expressed his hopes for the success of the chamber in the matter.

SAN PEDRO, CAL., NEWS
NOVEMBER 4, 1925

DIRECTORS OF BIG IMPROVEMENT BODY MET LATE TODAY

1744

Directors of the Greater Vermont Avenue association met this afternoon at the chamber of commerce offices, with selection of a route for the important thoroughfare in its southern part the most important business of the gathering. Inspection of the ground was carried out as a feature of the meeting.

B. B. Mann and George T. Porter, San Pedro members of the association, were of the opinion the line of Vermont avenue must be diverted around Machada lake at the head of Dominguez slough, and so would pass through a corner of the Palos Verdes estates. The next step, if the route was selected definitely today, will be the interviewing of property-owners to secure the needed right-of-way. The project rapidly is nearing actuality, it is stated.

Los Angeles, Cal.
TIMES
NOV 1 - 1925

Eight Firms Admitted to Realty Board

1744

Eight new firms were admitted to membership in the Los Angeles Realty Board by action of the Board of Governors of that organization at a meeting held at the Clark Hotel last week.

They include J. B. Halbert & Co., Gaines Investment Co., Palos Verdes Project, B. S. Tweedale, Shattuck Company, Inc., C. J. O'Connor, George R. Kress Corporation and H. Kenneth Howe.

SAN PEDRO, CAL., NEWS
NOVEMBER 3, 1925

LEGAL BACKING FROM ANOTHER SOURCE GIVEN

1744

Palos Verdes Attorneys to Appear for Hearing of Outfall Sewer

Legal backing from another source for the San Pedro chamber's fight against the outfall sewer proposed at White's Point today was pledged in a letter received from Jay Lawyer, general sales-manager for the Palos Verdes syndicate. He promised to have the syndicate's attorneys, Messrs. Musick, Burr and Pinney, at the hearings scheduled soon before the state board of health and the city council.

Another communication from H. A. Spencer, surgeon-in-charge with the United States public health service here, expressed personal hopes for success in the chamber fight, but stated that the federal government scarcely can enter the dispute, since it is not an inter-state matter.

LOS ANGELES, CAL.,
EXAMINER
NOVEMBER 4, 1925

WATER RATE WAR PLANNED

Schemes to Combat Recently Allowed Increase Will Be Discussed by Association

Plans to test the validity of the new water rate ordinance will be laid at a mass meeting of the improvement associations of the city whose representatives will meet tonight on the eighth floor of the Chamber of Commerce Building. Various plans to combat the new rates just allowed the Department of Water and Power by the City Council will be considered.

The meeting has been called by the Affiliated Improvement Associations, which consists of the following:

Atwater Community Improvement Association, Belle Mead and Western Avenue Civic Club, Beverly-Alvarado Improvement Association, Biltmore Improvement Association, Brentwood Chamber of Commerce, Charles Victor Hall Tract Improvement Association, Canal Avenue-South Park Boulevard Association, Eagle Rock Park Community Association, East Beverly Boulevard Improvement Association, East Hollywood Improvement Association, East Ninth Street Extension Organization, East Side Organization, El Sereno-Farmdale Improvement Association, Furlong Home Tract Improvement Association, Glassell Park Improvement Association, Glendale Boulevard District Improvement Association, Greater Highland Park Improvement Association, Greater Pico Street Association, Greater Whittier Boulevard Chember of Commerce, Greater Atlantic Boulevard Association,

Green Meadows Improvement Association, Harbor Speedway Improvement Association, Herman Branch Clean Government League, Hollywood Junction Business Men's Association, Harbor Boulevard Improvement Association, Ivanhoe Hills Improvement Association, Lincoln Square Civic Club, [illegible]

ciation, Palos Verdes Home Association, Park Avenue Community Association, Rose Hill Civic Improvement Association, San Pedro Chamber of Commerce, Sierra Vista Improvement Association, Silver Lake Boulevard Improvement Association, South Main Street Improvement Association, South Park District Business and Improvement Association, Sunset Boulevard Improvement Association, Tenth Ward Property Owners' Protective and Improvement Association, Third Street Improvement Association, Universal Negro Improvement Association, Vermont-Beverly Improvement Association, Washington-Rimpau Improvement Association, West Side Improvement Association, Wilshire-Oxford Square Improvement Association, York Boulevard Chamber of Commerce.

Addresses of Examiner offices are listed every day in the upper left corner of Page 1, Section 2.

LOS ANGELES, CAL.
ILLUSTRATED DAILY NEWS
NOVEMBER 5, 1925

ARID DESCRIBES ALL CONDITIONS AT HAWTHORNE

By BEN ARID

Secretary Hawthorne Chamber of Commerce

Cities, like individuals, have their days of prosperity and rapid growth. A sort of Golden Era, when the Goddess of Plentitude, by the magic wand of publicity attracts the world to the city's latent opportunities, and the world responds by giving it its financial backing.

Ben Arid

Most of us designate it as a boom. As a general rule it is nothing more than steady, sturdy growth, the bud, alive and virile, bursting into bloom when touched by the ray of publicity.

But the magnitude of the city's greatness depends, as does the blossom from the bud, upon its location and climate.

Hawthorne people are building a city where a city belongs! Its future is assured. It will follow in the footsteps of Inglewood and of Glendale—and nothing can stop it. Values are bound to increase. The few thousand dollars that seem big for our corners and business frontage will look like pennies a few years hence. Hawthorne is centrally located. You can motor in one direction to Torrance and Palos Verdes. You can motor in another direction to Hermosa, Redondo Beach and Manhattan. Another boulevard takes you to Long Beach, another to Compton and Watts and another to Seventh and Broadway, only 12 miles away.

The new Prairie Boulevard, when completed, will connect with Hollywood and the Ventura Boulevard. Then you will have a straight path to Venice and Santa Monica. Millions of people, then, can comfortably and without congestion of traffic, motor to Hawthorne. That means some day they will come here to work. Factories on the broad acres surrounding Hawthorne will build up industrially. The Santa Fe and the Southern Pacific will handle the tonnage. Then only will we realize the importance of Prairie Boulevard, which will connect Hollywood and Ventura Boulevard directly with the harbor of San Pedro. Business centers will spring up on Prairie Boule-

LOS ANGELES, CAL., EXPRESS
NOVEMBER 7, 1925

PALOS VERDES IS BUILDING UP

Many New Homes and Business Structures Rising in Estates Tract

A noticeable increase in building activity at Palos Verdes Estates is evidenced by the announcement of 19 new homes during the month of October, either in the preliminary stages of actual construction or projected for the immediate future. This was a greater volume of building than was reported for September, while November promises to be greater still, according to Col. J. C. Low, operations manager of the Palos Verdes Estates project.

A majority of the new Palos Verdes homes are being built by people who have owned their lots for some time and are now taking advantage of the favorable conditions that obtain in the building industry for the economical construction of homes. Several of the new homes, however, are being built by those who purchased sites within the last 30 days and are eager to take up their residence in this magnificently planned hill-and-ocean setting at once.

In addition to the progress of individual homebuilding, which is gaining impetus every month, considerable activity is taking place in construction of a public or quasi-public nature, it is stated.

LOS ANGELES, CAL.
EXAMINER
NOVEMBER 8, 1925

BEACH TRACT CLOSES BUSY HOME MONTH

Nineteen Residences, Proposed or Under Way, Included in October Building Operations

A noticeable increase in building activity at Palos Verdes Estates is evidenced by the announcement of nineteen new homes during the month of October, either in the preliminary stages of actual construction or projected for the near future. This was a greater volume of building than was reported for September, while November promises to be greater, according to Col. J. C. Low, official of the Palos Verdes Estates project.

A majority of the new Palos Verdes homes are being built by persons who have owned their lots for some time and are now taking advantage of the favorable conditions that obtain in the building industry for the economical construction of homes. Several of the new homes, however, are being built by those who purchased sites within the last thirty days.

Popularity of the various sections of the tract seems to be about evenly divided. Three of the new homes are to be built in the Margate section beyond the Douglas cut and several are being constructed in the eucalyptus grove adjacent to the golf links. One home—a $25,000 Spanish type structure—is being erected on Paseo del Mar, overlooking the surf and the Santa Monica Bay cities.

In addition to the program of individual home building which is gaining impetus every month, considerable activity is taking place in construction of a public or quasi-public nature. An addition to La Venta Inn, made necessary by the popularity of this hostelry for teas and dinners, has doubled the dining room capacity.

The Palos Verdes Riding Academy has been completed east of the golf course and a string of twenty-four saddle horses are put through their paces daily by Los Angeles people who motor down to enjoy this form of outdoor exercise along the ocean beach and over the bridle trails of the hills.

The new Malaga Cove Elementary School will be completed in time for the midwinter term. This school is recognized as unusual in architecture and facilities even in this state, which is famous for fine schools.

"The next twelve months will witness an amazing development at Palos Verdes Estates," said Colonel Low yesterday. "Our present state of development is impressive, but we are just entering an era of home building that is unprecedented. We have always discouraged haste in the past, because we are building a permanent city at Palos Verdes Estates and we want to avoid all of the disappointments that are apt to accompany rapid mushroom subdivision growth.

LOS ANGELES, CAL.,
EXAMINER
NOVEMBER 8, 1925

Eight Concerns Added to Staff

Membership in the Los Angeles Realty Board was given to eight new firms by action of the board of governors of that organization at a meeting held at the Clark Hotel last week.

The new members are J. B. Halbert & Co., Gaines Investment Company, Palos Verdes Project, B. S. Tweedale, Shattuch Company, Inc., C. J. O'Connor, George R. Kress Corporation and H. Kenneth Howa.

Los Angeles, Cal.
TIMES
NOV 8 1925

NINETEEN HOMES ARE UNDER WAY

Mark Expansion Program of Palos Verdes Estates for Immediate Future

A noticeable increase in building activity at Palos Verdes Estates is evidenced by the announcement of nineteen new homes during the month of October, either in the preliminary stages of actual construction or projected for the immediate future. This was a greater volume of building than was reported for September, while November promises to be greater still, according to Col. J. C. Low, operations manager of the Palos Verdes Estates project.

A majority of the new Palos Verdes homes are being built by people that have owned their lots for some time and are now taking advantage of conditions in the building industry favoring economic construction. Several of the new homes, however, are being built by people who have purchased sites within the last thirty days and are eager to take up their residence.

Three of the new homes are to be built in the Margate section beyond the now famous Douglas cut and several are being constructed in the eucalyptus grove adjacent to the golf links. One, a $25,000 Spanish type structure, is being erected on Paseo del Mar, overlooking the surf and the Santa Monica Bay cities.

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The new Malaga Cove elementary school will be completed in time for the midwinter term.

LOS ANGELES, CAL.,
EXAMINER
NOVEMBER 9, 1925

Palos Verdes Wildcat Wells Appear Doubtful

The two wildcat wells on the Palos Verdes, the Petroleum Securities Company's Narboone and A. T. Jergins' Palos Verdes 1, have arrived at a point where geologists and field engineers think showings should be appearing. The Petroleum Securities has made over 3700 feet of hole, and no indications. The Jergins well is down 2300 and has cation of any kind. The Newhall well was as barren of showings and indications as any well could possibly be and the Associatel Oil is fully justified with the abandonment. Drilling stopped in gray sand and shale and the "ditch" at no time ever showed as much as a bubble of gas.

SAN PEDRO, CAL., PILOT
NOVEMBER 9, 1925

has yet but will be announced

HEARING ON OUTFALL SET FOR TUESDAY

1744

San Pedro Prepares For Attack On Sewer Plan

Next Tuesday, November 17, has been set by the state board of health as the date for the rehearing of the proposal to construct a sewage outfall ot White Point and the legal talent employed by San Pedro interests to fight the project is massing for the attack. At a previous hearing, the application of County Sanitation Board, No. 2, to have its sewerage plans, calling for an outfall at White Point, approved was granted, but a rehearing was promised on protests of the San Pedro Chamber of Commerce.

Having the sewer outfall constructed at White Point would strike a heavy blow at the city's plan to create the proposed Cabrillo Beach through pollution of the ocean adjacent to the proposed beach, and there is no real reason the local opposition holds, why the outfall cannot be constructed at some other place. The project will be fought tooth and nail on legal grounds as well as from the standpoint of public health and general policy.

The local chamber has obtained the services of Judge Leslie R. Hewitt and Judge Guy R. Crump to represent it in the fight and other attorneys have been employed by local organizations to join in the fight as follows: Elyon Musick, senior member of the firm of Musick, Burr and Pinney, by the Palos Verdes Syndicate; James Anderson, by the Burkhardt Investment Company. Dr. H. A. Spencer, surgeon in charge of the United States Public Health office here, notified the chamber, that because of the limitations set by the health service on the activities of its representatives, he would not be able to assist in the fgiht. He regretted that he could not do so, however, and expressed the hope that the chamber would win out in the matter.

Practically every civic and other organization in San Pedro and its environs is massed solidly behind the legal forces which will fight the project at the hearing and any kind of demonstration that may be required will be organized on short notice. The board of

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SAN PEDRO, CAL., PILOT
NOVEMBER 12, 1925

Judge Hewitt Maps Out Outfall Fight Plans With Beaton

1744

Judge Leslie R. Hewitt, employed by the San Pedro Chamber of Commerce as its attorney in the fight to prevent construction of a sewer outfall at White Point, conferred with Secretary Roy Beaton and other officials of the chamber here this afternoon. The legal aspects of the battle to be staged at a hearing before the state board of health in Los Angeles next Tuesday, were gone over at the conference.

The chamber has enlisted the support of every improvement and civic organization in San Pedro in its fight. The plans of Los Angeles County Sanitation District No. 2, providing an outfall at the point, were approved by the health board at a previous hearing but a rehearing was granted on application of the local chamber. Judge Hewitt will lead the legal fight and will be assisted by Judge Guy R. Crump, Elyon Musick, and

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SAN PEDRO, CAL., PILOT
NOVEMBER 10, 1925

MAKE PLANS FOR PROTEST ON OUTFALL

1744

Chamber Calls On All Interested Parties For Support

Acting on the announcement of the rehearing date on the White Point sewer outfall project, Secretary Roy C. Beaton of the San Pedro Chamber of Commerce has drafted a form letter to be dispatched to all organizations interested in defeating the proposal, urging their immediate support, moral and financial, in fighting the measure at the hearing next Tuesday. Legal talent has been employed by the chamber and other organizations to lead the attack of the local interests. The project, sponsored by Los Angeles County Sanitation District No. 2, provides for the construction of the outfall to a projected sewerage system at White Point.

Mr. Beaton's letter calls attention to the need of cooperation from every organization in San Pedro and its environs to defeat the sanitation district's plan. It points out that the chamber has employed Judge Leslie R. Hewitt to lead the opposition at a cost of $2000, of which it has already paid $500 and suggests that financial assistance from the other organizations is necessary. Besides Judge Hewitt, the chamber also has enlisted the services of Judge Guy R. Crump, Elyon Musick, senior member of the firm of Musick, Burr and Pinney, has been employed by the Palos Verdes Syndicate, and the Burkhardt Investment company has retained James Anderson as its attorney to aid in the fight. This legal array will be summoned to conference immediately by Judge Hewitt to draft final plans for the battle.

Among the organizations appealed to by Mr. Beaton are the following: Rotary, Lions and Optimists luncheon clubs; San Pedro Realty Board; Point Firmin Improvement Association; Southwestern Improvement Association; Women's Club; Central Labor Council; Wilmington Chamber of Commerce: Burkhardt Investment company; Palos Verdes Syndicate; San Pedro Golf and Country Club; Councilman C. J. Colden; Major Lincoln B. Chambers; George Flint; San Pedro Post, American Legion; Sepulveda Land company; Averill-Weymouth company; General Petroleum company; C. T. Wilder; Board of Parks Commissioners; Union Oil company; Harbor View Land company; George H. Peck, and J. T. Gaffey.

Opposition to the outfall at White Point will be based on the legal, public health and public policy aspects of the situation. It is held by the San Pedro interests that the outfall would cause pollu-

SAN PEDRO, CAL., PILOT
NOVEMBER 14, 1925

COLDEN GETS SUPPORT FOR S. P. PROTEST

1744

Council Agrees Project Is Menace To Local Park Plans

Councilman Charles J. Colden jumped into the lists in defense of the city of San Pedro at yesterday's meeting of City Council when he sponsored a resolution which enlisted the council in the fight to prevent the construction of a sewer outfall off White Point. Meanwhile the local chamber of commerce and its attorney, Judge Leslie R. Hewitt, are active in preparing a brief for presentation at the hearing next Tuesday night before the state board of health, in Los Angeles, which will show clearly why placing a sewage outfall at White Point is an economic blunder as well as an injustice to San Pedro and the city and county of Los Angeles in general.

Mr. Colden pictured the situation

application has been reopened by said State Board of Health and will be held by said Board at its office in the City of Los Angeles on Tuesday, the 17th day of November, 1925, at the hour of 2 o'clock p. m. of said day; and

WHEREAS, the construction and maintenance of the outlet for said sewer, and the discharge of sewage in the ocean near the coast in the neighborhood of a highly improved and thickly inhabited portion of the City of Los Angeles and in the immediate vicinity of a public park and grounds and the harbor of said ctiy is a matter of grave public concern of the City of Los Angeles and its inhabitants; now therefore, be it

RESOLVED that the City Attorney be and he is hereby directed to attend said hearing and any continuance thereof, and to appear for the City of Los Angeles thereat, and to make such representations to the State Board of Health and to take such steps as may be necessary to safeguard and protect the interests of the city and its inhabitants in the premises.

LOS ANGELES, CAL., HERALD
NOVEMBER 14, 1925

PALOS VERDES IN BRISK SALES INCREASE

A brisk increase in real estate activity and home building for Southern California has already set in and will continue indefinitely, in the opinion of Jay Lawyer, general manager of the Palos Verdes Estates. Gains in sales in this project and other signs of prosperity which are unmistakable to one who has been in contact with real estate operations for many years, form the basis of Lawyer's prediction.

"There is a very definite upward swing in the business pendulum back east," said Mr. Lawyer, "and first reflections of these good times are beginning to be felt here. In our own project at Palos Verdes Estates the gains made in October over the records of September are so marked as to be almost startling.

"The sale of lots at Palos Verdes in October was over 50 per cent greater than in September, and the inquiries from our newspaper advertising were 44 per cent greater. An increase of 30 per cent in the number of automobiles visiting the project was noted. A score of new homes by people who had already bought lots were announced during the month of October, and from various sources we are able to observe a distinct quickening of interest in buying and building at Palos Verdes.

"This trend is attributable to two general factors. First, the widening of the effects of the general prosperity which is spreading over the United States is sending people and money to Southern California. Second, the groundwork of roads, streets and other public improvements at Palos Verdes Estates has all been completed and each month sees home building gaining momentum.

"The increase in activity at Palos Verdes is full of significance for all of Southern California, because we have never used high pressure methods in our project, and present gains therefore represent a normal trend of the buying public. Practically all of our sales now are to people who intend to build. Speculative tendencies are noticeably absent."

LOS ANGELES, CAL., EXPRESS
NOVEMBER 14, 1925

SALES GAIN AT PALOS VERDES

1744

Home Building Operations at Big Estates' Tract Also Increase

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"The increase in activity at Palos Verdes is full of significance for all of Southern California because we have never used high-pressure methods in our project, and present gains therefore represent a normal trend of the buying public. Practically all of our sales now are to people who are buying to build. The speculative tendencies that characterized real estate activity in Southern California two years ago is noticeably absent. This healthy condition is full of meaning for the future."

DAILY NEWS
EMBER 15, 1925

AN ART PILGRIMAGE TO PALOS VERDES

By CAROLYN PEARSON

A PILGRIMAGE to La Venta Inn at Palos Verdes is something to thrill the soul on any occasion, but this month there is an added attraction in the rare paintings by Ralph Holmes which adorn the walls.

We made the pilgrimage one afternoon at sunset, and climbed the tower. For sheer beauty I do not believe this view can be excelled, nothing I have seen in Europe equals it. Then we entered the great living room with its glowing fireplace, and stood enthralled by the beauty of the paintings.

Dusk had covered the sea and the hills outside, but here were pictures of every choice spot along our surf-swept coast; the trees and rocks peculiar to this state; the magnificent colors and distances of Arizona's Grand Canyon; and the majestic mountains of the North.

The next day I went again to see the colors in the daylight, and once more feast on loveliness.

* * *

I ASKED a man of discernment what he thought of Ralph Holmes. "Holmes is generally regarded as one of our leading artists. He is well balanced, intense, but not erratic; he has the artistic temperament coupled with practicality."

Mr. Holmes is now with the Otis Art Institute in this city. At one time he had charge of the art school of the Art Institute at Chicago and the Carnegie Art School in the Carnegie Institute of Technology at Pittsburgh. He enjoys being a pedagogue a part of the time because he believes teaching does much to promote art interest. Besides this, Holmes has done considerable work and exhibiting in the East. His mural decorations are well known. Landscape painting seems to give him real joy, and he delights in working with the mystery of distance, patterns of form, and light and shade.

"Rocks at Palos Verdes" from painting by Ralph Holmes

The possibilities and advantages of the Artland Club make a strong appeal to Mr. Holmes, who is on the board of governors, and one of the positive leaders in determining that its policies shall be founded upon the highest ideals.

* * *

THROUGH this organization he hopes that artists will be able to come in contact with each other, and an interchange of ideas be established which will be of mutual advantage. He learned a great deal of art from talking "shop" with colleagues in Paris. Over here social life lacks variety and inspiration.

Another method of education comes from visiting art exhibits, and we would receive much more benefit from pictures if we would look for the good things instead of trying to find something wrong. According to Mr. Holmes fault-finding is not so evident in California as elsewhere.

"In the East a man comes up behind you while you are painting and says: 'How did you happen to paint such a picture? How much money are you going to get for it?' Out here the fresh air and sunshine create a healthier outlook, people don't feel like complaining. A man looks at your work, sees something in it, and says: 'You would have enjoyed the sunset I saw last night from such and such a place.' Californians appreciate art."

SAN PEDRO, CAL., NEWS
NOVEMBER 17, 1925

RE-HEARING OF CASE IS HELD IN L. A. TODAY

Counsel for Local Opposition Obtains Mass of Evidence

WILMINGTON JOINS

Co-operation in Battle Brings Prediction of Victory

Mustering an overwhelming mass of evidence showing the menace of the proposed outfall sewer at White's Point, representatives of the San Pedro chamber of commerce, legal counsel and many citizens appeared before the state board of health in Los Angeles late this afternoon to ask the permit sought by A. K. Warren, county sanitation engineer, be denied.

Written protests from more than a score of the most prominent organizations of the community, photographic evidence of the residential development which would be ruined by the outfalls, testimony as to winds and currents and every conceivable argument against the proposition were laid before the state health commissioners.

Support from the Wilmington chamber of commerce, which joined unanimously with San Pedro in protesting location of the sewer at White's Point, came as an important development before the hearing. Ed M. Beattie, president of the Wilmington chamber, and Lou Johnson, secretary, filed with the local body a report by a special committee, showing the effects of the outfall and recommending it be located either on the new extension of the breakwater or between Wilmington and Long Beach, where the effluent could be discharged far at sea without menacing residential, harbor or beach developments.

T. S. Cordill, official weather observer at the Point Fermin federal station, added weighty testimony as to prevailing winds, showing that, except for nine days, the air currents during every day of the past 22 months have been westerly and southwesterly, which would deposit sewage at San Pedro's front door if the outfall were installed as proposed.

Judge Leslie R. Hewitt, Judge Guy H. Crump, James Anderson and Montgomery Phister were among the legal talent presenting the case prepared under the direction of the San Pedro chamber. The hearing in the state railroad commission's court room was largely attended.

Service clubs and the Flint Land company, which pointed to a $300,000 investment in residential development, as well as Palos Verdes executives and many others were represented. One protestant declared the city of Los Angeles itself, if not the county, should strenuously oppose polluting any other location beside Hyperion, already spoiled for every other purpose. The harbor, the city's greatest asset, should be kept attractive and not converted into a stink-hole, an irreparable loss, it was asserted. The hearing continued late in the afternoon.

LOS ANGELES, CAL., EXAMINER
NOVEMBER 15, 1925

INCREASE IN REAL ESTATE SALES SEEN

Brisk Improvement in Activity In Realty and Home Building Apparent, Jay Lawyer Says

A brisk increase in real estate activity and home building for Southern California already has set in and will continue indefinitely, in the opinion of Jay Lawyer, general manager of the Palos Verdes Estates. Gains in sales in his own project, and other signs of prosperity which are unmistakable to one who has been in contact with real estate operations for many years are the basis of Mr. Lawyer's prediction.

"There is a very definite upward swing in the business pendulum back East," said Mr. Lawyer yesterday, "and first reflections of these good times are beginning to be felt here. In our own project at Palos Verdes Estates, the gains made in October over the records of September are so marked as to be almost startling.

"The sale of lots at Palos Verdes in October was over 50 per cent greater than in September, and the inquiries from our newspaper advertising were 44 per cent greater. An increase of 30 per cent in the number of automobiles visiting the project was noted. A score of new homes by persons who already had bought lots were announced during the month of October, and from various sources we are able to observe a distinct quickening of interest in buying and building at Palos Verdes.

SAN PEDRO, CAL., PILOT
NOVEMBER 17, 1925

The Editor's Mail Box

Editor Daily Pilot: It does not look to me as though the city of Los Angeles itself, if not the county, should strenuously oppose polluting anything but Hyperion, long since spoiled.

The Palos Verdes Rancho is by nature the choicest residential district in the whole city or even the county, and the harbor is the city's greatest asset, which should be kept attractive.

It would be not only destructive to San Pedro, but an irreparable loss to Los Angeles city and county to have the harbor district converted to a stink hole, and the Palos Verdes Rancho inhabited only by those who cannot do better than live by sewage plants and sewer outfalls.

The harbor district can always be, besides the greatest utility, a place for pleasure of boating and bathing and even sightseeing, but disregarding all that, and all aesthetic ideas, and considering only the dollar, great would be the future loss to city and county if assessed valuations and taxes shall be but a quarter of what they will be if reason now shall reign.

—D. E. H.

LOS ANGELES, CAL., TIMES
NOVEMBER 17, 1925

HEARING ON NEW SEWER DUE TODAY

Harbor Mobilizes Legal Talent to Fight Project at White Point

A hearing on the proposal to construct a metropolitan sewer discharging into the ocean at White Point near San Pedro will be held by the California State Board of Health at the latter's offices in the Pacific Finance Building at 2 p.m. today.

The proposal, which is to serve a vast population in Los Angeles and a dozen surrounding cities with a sewer six times as large as the city's at Hyperion, north of Redondo is fostered by A. K. Warrents to prove San Pedro's fears are groundless.

SAN PEDRO, CAL., NEWS
NOVEMBER 17, 1925

HIGH SPEED IS SOUGHT IN PLAN FOR HIGHWAYS

Next Meeting of Committee Scheduled for Friday Afternoon

TO WORK OUT ROUTES

Sub-committee Instructed by Engineers to Solve Problems

High-speed highways into San Pedro from the north will be set under way according to new plans as the next meeting of the committee on highway approaches held in Los Angeles Friday, according to instructions to its members of the committee and representatives of the estate project at the last meeting.

LOS ANGELES, CAL., TIMES
NOVEMBER 18, 1925

HEARING ON SEWER PLEA ADJOURNED

Ninety-Day Delay Granted in Which Protests Will be Under Investigation

On the request of Deputy City Attorney Whited and protesting landowners and civic bodies for more time in which to make an investigation, a hearing here yesterday before the State Board of Health on the application of several county sanitation districts for permission to construct an outfall sewer at White's Point was adjourned for ninety days.

Representatives of the Palos Verdes Estates, the San Pedro Chamber of Commerce and several citizens oppose the contemplated location of the outfall sewer on the grounds that it would create a nuisance at the harbor and nearby beaches and interfere with the development of beach lands and projects.

Representatives of Sanitation Districts One, Two, Three and Five, which have applied for permission to construct the sewer to drain the territory east and south of Los Angeles to Redondo, said any delay will result in a serious injury to public health in the districts.

Following a hearing last June the State Board of Health granted a permit for the sewer. The San Pedro Chamber of Commerce and others requested a rehearing.

One of the features of the proposed sewer is a contemplated tunnel three miles long beneath the San Pedro hills.

COVINA, CAL. CITIZEN
NOVEMBER 19, 1925

HEARING ON BIG SEWER PROJECT IS ADJOURNED

Ninety-Day Delay Granted in Which Protests Will Be Under Investigation

(Los Angeles Times)

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SAN PEDRO, CAL., PILOT
NOVEMBER 20, 1925

SPANISH ARCHITECTURE

THAT California is losing one of its most valuable assets, in the opinion of many, in failing to properly take advantage of the romantic and picturesque type of architecture developed by the Spaniards and early Californians even before the Declaration of Independence made the United States a free country, is the opinion of many prominent architects. One of these, Darsie L. Darsia, voices this sentiment by saying:

> "Today we are turning out a synthetic Spanish bungalow—turning them out in carload lots each with its little peculiarity, but in the main as similar as peas in a pod, and they are not typically Spanish—even though they are finished in stucco and have tile roofs and patios and even chalk rock walls."

Leaving out such developments as those in the Palos Verdes, where designs follow the true types of old Spanish construction and are built to harmonize with their surroundings, many of the Spanish and mission types of architecture placed on small, flat lots are monstrosities well described as "synthetic."

Properly located in proper surroundings, the Spanish is the most artistic type of architecture in the world, but it has no place on a crowded 40-foot lot, and it is noted that the prevailing styles this season run more to other types than formerly. In fact, houses are beginning to show such seasonal style changes that it will soon become necessary for newspapers to turn their consideration over to the fashions editor to be handled along with women's clothes and millinery.

SAN PEDRO, CAL., PILOT
NOVEMBER 20, 1925

Point Vincente Light To Flare By March 1st

News reached San Pedro today that the new lighthouse on Point Vincente, eight miles west of Point Firmin, will be put into operation by March 1, 1926. Finishing work on the lighthouse building and reservation is now under way.

The new light will be of the group flashing type, sending out two flashes every 20 seconds. The flare will have a candlepower of 800,000 and will show for some [illegible] upon the plans before adopted by the government.

SAN PEDRO, CAL., NEWS
NOVEMBER 20, 1925

NEW $800,000 ROAD IS OVER SCENIC PATHS

Grading to Be Completed in March; To Lay Ten Inch Granite Surface

FOLLOW STATE PLANS

Highway Runs Along Edge of High Bluffs to Redondo

Completion of the $800,000 new connecting highway between San Pedro and Redondo through the Palos Verdes estates is scheduled May 1, at least two months before access by this route has been expected heretofore, it was announced today by A. M. Ferguson, diserict manager for the Vanderlip syndicate. Taking he line of the coast highway for 5½ miles on the Paseo del Mar between Malaga Cove and Portuguese Bend, the route then follows the Granvia Miraleste for 8.3 miles to a connection with Western avenue in the Miraleste area.

Ten inches of decomposed granite surface and a 31-foot roadway which, with shoulders, totals 40 feet, feature the stretch of the highway connecting directly into San Pedro by way of Western avenue. The grading contract of the C. E. Crowley company on this stretch amounts to $300,000, one cut of 80,000 cubic yards being included back of Point Vincente.

Grading will be completed by March 1 and surfacing before May 1, when the highway will be thrown open to public traffic and will provide a new route into Redondo from San Pedro. The section already completed to the end of the improved section in the estate is a 180-foot double-barreled thoroughfare, with the greatest cut ever made in an improvement in this region included.

As far as Portuguese Bend the great thoroughfare follows the route of the state coast highway, running along the edge of the cliffs and complying in all respects with the state highway commission's policy of a shoreline scenic artery.

SAN PEDRO, CAL., PILOT
NOVEMBER 18, 1925

RICH MEN TO START COLONY AT P. VERDES

$250,000 Estate To Be First of Several Near San Pedro

That San Pedro will soon have a millionaire colony at its front door which will rival anything of the kind in the United States became known today when it was announced that Frank A. Vanderlip, former president of the National City bank of New York, and internationally known authority on economic subjects, would arrive in this city Monday to make plans for a $250,000 estate at Portuguese Bend. Mr. Vanderlip will be accompanied by E. W. Harden of Colgate and Company and H. E. Benedict, who are contemplating estates similar to Mr. Vanderlip's on the Palos Verdes tract. The Palos Verdes syndicate is already making arrangements with other eastern millionaires who will build homes in the section.

Mr. Vanderlip will bring with him Mr. Kirkuff, a prominent New York architect, who will assist him in planning his estate on the 200-acre shore tract recently acquired.

The noted economist is the principal owner of the Palos Verdes properties and he and others of the owners had planned magnificent estates when they purchased the property in 1913. Their plans were checked by the World war and later by Mr. Vanderlip's serious illness. He is now fully recovered and is going forward with the plans for his California home, which will be, when completed, one of the show places of the Pacific coast.

A lodge and numerous other buildings are already in existance on Mr. Vanderlip's tract and his chauffeur and cook are living there in anticipation of his visit. L. F. Horner, horticulturist, has been

SAN PEDRO, CAL., PILOT
NOVEMBER 20, 1925

Starboard :-: Lights :-:

It takes time to mature plans for great developments. It is now twelve years since Frank A. Vanderlip and his associates purchased the 16,000-acre Palos Verdes ranch. Shortly after his first visit to the property the new owner told of his plans to build a country estate at Portuguese Bend and induce others to do the same. Since then the world has had much to disturb the plans of men of affairs in all walks of life. We have had wars and financial and business disturbances that have turned many a well laid plan topsy turvy. But men like Mr. Vanderlip are not easily swayed from plans well formulated. Within a few weeks Mr. Vanderlip will be here to start what he had hoped to begin more than ten years ago. To have him come and start where he left off after all that men big and little have been through during the past ten years is somewhat in the nature of a comforting reassurance that the entire country is getting back to earth and that we have our feet on solid ground again.

* * *

A laboring man walked into the Community Chest headquarters yesterday and said he wanted to

(Continued on page 10.)

* * *

Undoubtedly there will be a general response in San Pedro to the invitations issued by the Chamber of Commerce to attend the opening of the new passenger and freight terminal of the Union Pacific at East San Pedro next Tuesday. Aside from those who have been making for years daily trips across the channe

few people in San Pedro realize what has been accomplished at East San Pedro during the past ten years. Looking back and comparing the single wharf, and the row of squatters' shacks along the jetty, with the improvements that have been made since, the development has been most marvelous. Back of the jetty are acres and acres of industrial sites, with a shipyard and fish canneries on what was submerged land. The old wooden wharf has been replaced with modern slips and transit freight sheds all accessible by both railroad and truck highways. In contemplating all this improvement we sometimes wonder how much bearing the Supreme Court decision, dissolving the merger of the Union Pacific and the Southern Pacific and giving this port its first real railroad competition, had to do with it. Millions have been spent at East San Pedro during the past ten years and the development has hardly begun. There is something back of it all.

PALOS VERDES HOME BUIL

1744

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Grading of the new road will be completed March 1 and the surfacing finished before the end of April, Mr. Ferguson said. Workmen are now engaged in making several cuts through the hills, the greatest of which, Douglass cut, three miles north of Point Vincente, will be the longest on the Pacific Coast. It will be 1300 feet long and 326,000 cubic feet of earth will be removed. Eighty thousand cubic yards will be removed from the Point Vincente cut and 400,000 cubic yards from various other cuts on the line of the road.

The new road will connect at Portuguese Bend with another gravel surfaced highway from Redondo, which will become part of the great coast highway from San Francisco to San Diego when the local link is pushed through. The coast road would follow the shore line from the bend to Point Firmin, connecting with Pacific avenue. With the completion of the proposed cut off from Western avenue to San Pedro, Los Angeles will have three scenic routes to the harbor; two from Western avenue, one by way of Portuguese Bend, the other over the hills through the Sepulveda property, and the third via Redondo and Portuguese Bend. It is expected that the impasse which has halted both the Western avenue cutoff and the coast road will be settled before the end of next summer.

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GELES, CAL., HERALD
OVEMBER 28, 1925

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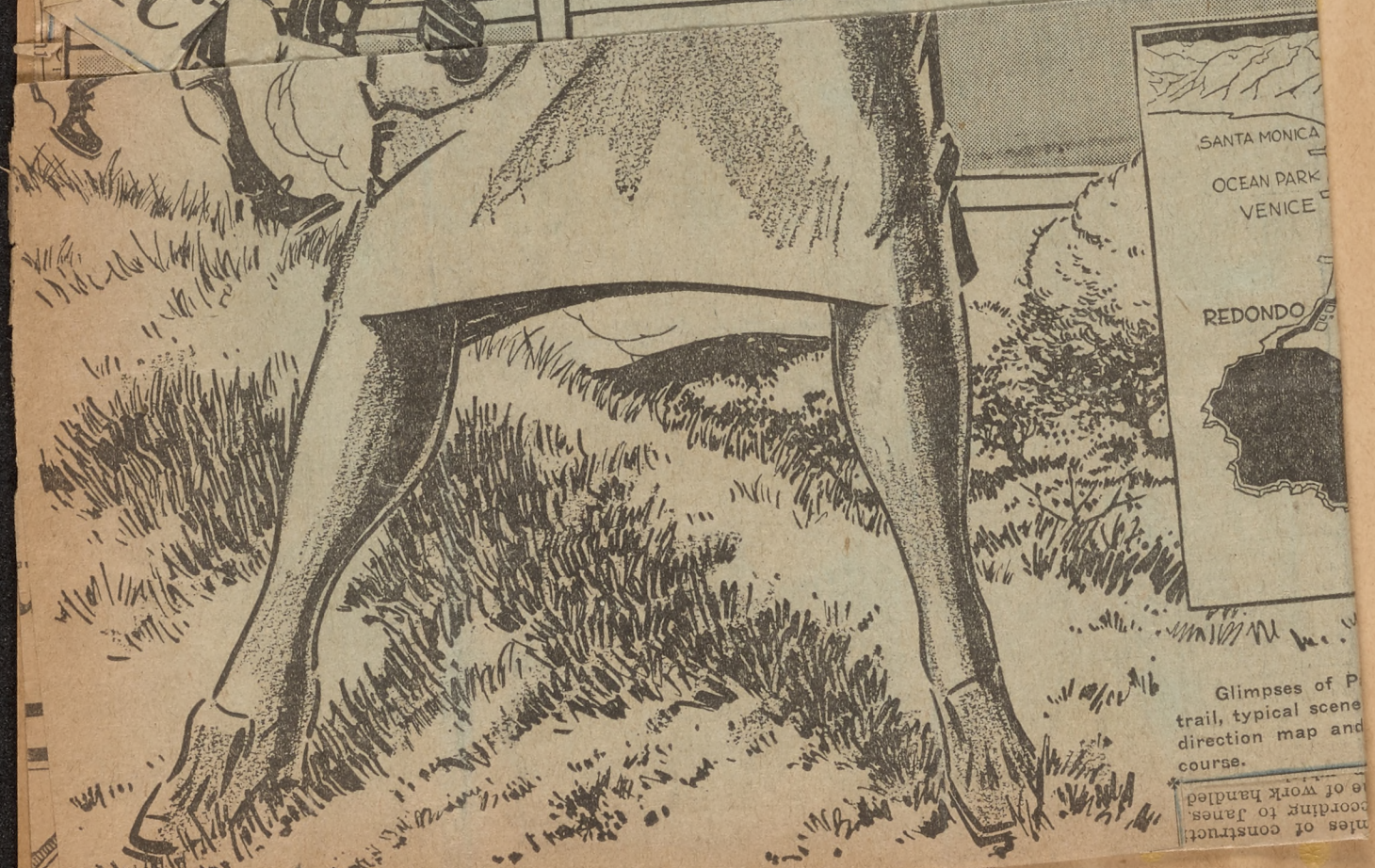

Glimpses of P
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...NDAY, NOVEMBER 22, 1925

WEDNESDA HARVEST LUNC

Attractive Event Given Club Group

Three Hostesses Preside at Charming Affair in Picturesque Spot.

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A lovely prelude to the party was the drive up through the Palos Verdes hills, whose undulating curves afford every moment a new view, each seewing the ultimate expression of beauty. High up in the hills overlooking land and sea is set the charming inn built in the old Spanish style.

Luncheon was served in the dining room at tables placed in the form of the letter "T" and adorned with heaps of harvest products, colorful fruits and vegetables arranged with artistic effect. Yellow candles in tulle-tied candelabra gave added beauty, and nut baskets and place cards were in two tones of yellow. The menu carried out the Thanksgiving idea.

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3200 Acres of Rolling Land Laid Out With Thoroughness by Experts

By A. H. CLARKE
Real Estate Editor Evening Herald

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Along the stretch of Southern California shore line may be counted many piecemeal developments and several outstanding ones. Palos Verdes Estates stands out among the latter, being the largest community development on the Pacific shore of western America.

LAID OUT WELL

Situated at the southern tip of a vast half-moon bay that stretches southward from a point where the Malibu mountains make their abrupt and picturesque descent to the sea, this 3200-acre area that looks out across the water has been laid out in its entirety after a preconceived plan which is a marvel of completeness and foresight. No patchwork methods have a place here—no makeshifts, no improvised solutions for unexpected contingencies. The headwork was all done by expert planners before the engineers appeared on the ground, and these technicians in turn have performed with a thoroughness and attention to detail that is astonishing.

For a century this peninsula of rolling hills remained untouched while communities took root and grew up on both sides of it. The great estate as a whole embraces 16,000 acres, with 12 miles of shore line. It is the northern portion that is now receiving intensive attention from the highly departmentalized organization of which Jay Lawyer is the managing head.

BEAUTIFUL PANORAMA

To visualize Palos Verdes Estates, one has only to picture a blue surfaced bay from which tiers of slopes, surprisingly accessible in high gear over winding roads that take advantage of the contours, rise successively to an elevation of 1400 feet. The panorama is impressive and indelible, and most important of all, it is perpetual. The view from an elevated homesite anywhere is admittedly an intangible quantity, but it is one of the factors of the whole lot-buying proposition to which home builders in growing numbers apparently attach extreme importance, especially so when the ocean is at hand to take a permanent place in the picture.

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NDAY, NOVEMBER 22, 1925 6 SECTIONS--64 PAGES

HARVEST LUNCHEON AT LA VENTA INN

Press-Telegram Photos

LOS ANGELES, CAL. HERALD
NOVEMBER 24, 1925

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N. Y. BANKER PLANS CAL. MANSION

Famed Financier on Way Here, Purchases Land Overlooking Pacific

Frank A. Vanderlip, New York banker and noted figure in international financial circles, has purchased a 60-acre tract near Portugese Bend on the Palos Verdes estates for $300,000 and will at once erect a costly winter home on the property, it was announced today.

Accompanied by Mrs. Vanderlip and a party of New York friends, Mr. Vanderlip will arrive in Los Angeles on Tuesday to remain here during the construction of his new home, according to Jay Lawyer, general manager of the Palos Verdes concern.

PREPARING PLANS

The Vanderlip mansion, which is to be built on high ground facing the Pacific ocean at a cost of several hundred thousand dollars, will be one of the finest in Southern Californiia, Mr. Lawyer said. The banker, who has been in ill health for some time, expects to spend his winters in the Southland henceforth.

Plans for the home are being prepared by a noted New York architect who is accompanying Mr. Vanderlip to the coast, it was stated by Mr. Lawyer.

COLORFUL CAREER

Beginning his career as a reporter and financial writer in Chicago, Mr. Vanderlip has had one of the most colorful careers of any of the nation's financiers. He was private secretary to Lyman J. Gage of California when Mr. Gage was secretary of the treasury and was assistant secretary of the treasury from 1897 to 1901, resigning to become vice president and later president of the National City bank of New York, one of the country's greatest financial institutions. He resigned from the bank in 1919.

During the war Mr. Vanderlip had charge of the sale of war savings certificates. He is the author of a number of works on economics and financial subjects and has been decorated by France, Montenegro, Greece and Belgium for his services to those countries during the war and post-war periods.

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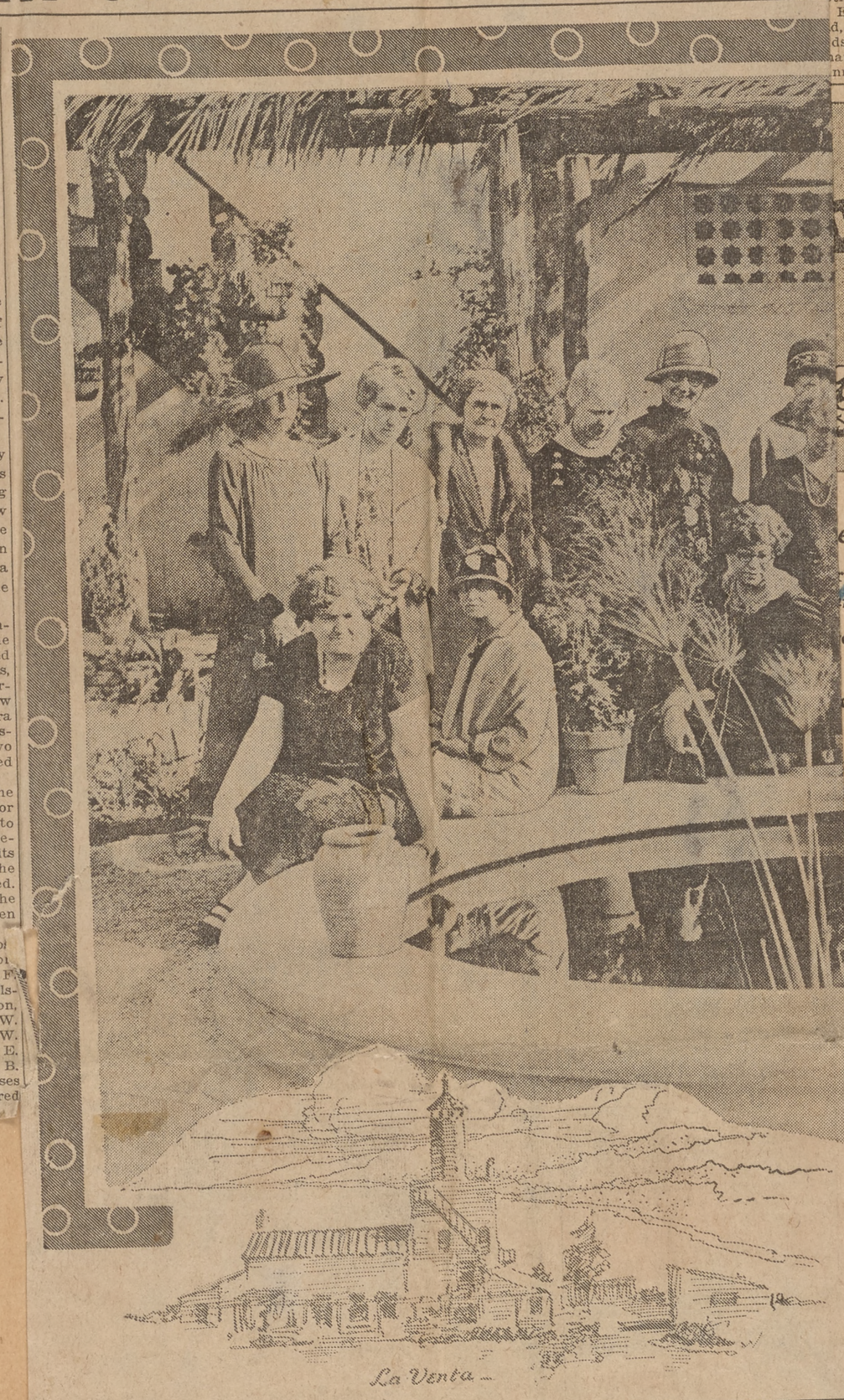

La Venta

MEMBERS of the Wednesday Club were given a day of charm the past week when they were entertained at beautiful La Venta Inn in the Palos Verdes Hills. The club group was photographed in the Palm Court around the lily pool. The three hostesses, Mrs. H. G. Galbraith, Mrs. G. R. Taylor and Mrs. W. D. Cason, were pictured in one of the lovely arbors. The sketch is of La Venta Inn.

-Season Sale
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ployed in decorating and was carried out in the table appointments and in the menu. Asters and sweet peas were blended with greenery in a delightful manner. Mrs. M. J. Brown carried off high score, Mrs. Ella Willis Smith was second, and Mrs. Fidella Newell was low.

Present were: Mesdames C. Armstrong, Blanche Koch, Franc Nutter, C. D. Parmelee, M. Brown, Chas. Smith, W. P. H mann, F. G. Wilson, George Do David Linder, W. S. Mulford, R ert LeMond, George Salisbury, G. Stone, Emily Johnson, Ma Coplan, Nan Cornell, L. A. D son, Fidella Newell, J. N. Bart Dr. A. L. Doe, E. J. Whitely, Dy Lillian Simonton, Ella W. Smi H. W. Spratt, Ethel Richards, G. Caldwell, Middlecamp, P. Dreher, Dorothy Mullarkey, J Rosgen, U. M. Thomas, Ell Odgers, Gelespy, Stillman, Dr mont Corbett, Dr. E. E. Chu Dr. S. J. Miller.

Misses Virginia Koogle, P lins, Mary Dunlop, Agnes

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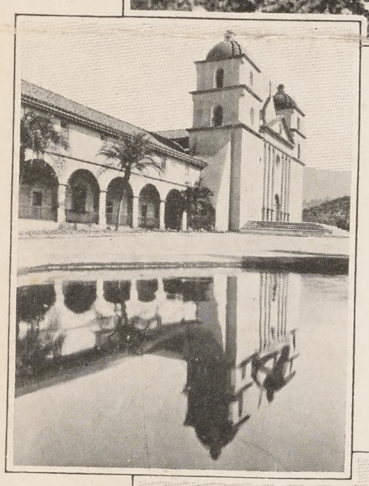
Navy Woma Entertained

Ad. to appear in Saturday Evening Post Nov 21, 1925

Waiting for *You, Now*
In Southern California

A great and glorious sunshine, the answering smiles of gorgeous flowers and fresh green hillsides, the green and gold of orange groves, the majesty of snow-capped peaks, the aged dignity of old Spanish Missions, and both winter and summer sports combined as the world has joined them nowhere else.



COME to this world-famous playground if you want to learn the true meaning of the words, "vacation," "recreation," "relaxation," "rest."

Southern California's smiling countryside truly invites all the world to come and play or rest, and offers every method, every mode, to suit every preference and every whim.

To those who seek rare beauty there are the unforgettable views from Smiley Heights in Redlands, the panorama of Santa Monica Bay from the Palos Verdes, the sweep of the mountains and the sea at Santa Barbara, the miles of orange groves on either side of the lovely Santa Ana Canyon, the orchards of date palms in the Coachella Valley and a score of other charms that make the Southern California landscape the most inspiring of any that you've ever seen.

To those who wish activity there are mountains to climb on foot, or horseback, (or even by trolley); golf to play on famous courses, tennis on championship courts or, within an hour from the time you leave a warm green valley, skating, tobogganing and skiing 6,000 feet above sea level in real snow—winter sports and summer pastimes only a few miles apart. Such is the *variety* of this strange land!

Yes, you can cover all of Southern California in a motor car, *traveling 5,000 miles on paved boulevards as smooth as city streets*, incomparable scenery stretching out in all directions, wherever you may look.

Here a moving picture troupe in costume is glimpsed "on location"; there in the center of a busy city a band of campers, their cars loaded with their outfits—off to the wilderness. The unusual, the unique, everywhere you turn. You are constantly surprised, delighted—your interest never lags, you never tire.

So if you are seeking *change*, you are seeking Southern California this winter, for Southern California is the one place in the world where you can see and do these different things.

Plan it now. Mail coupon below for illustrated booklet. Ask your nearest railroad ticket agent to tell you more about it.

Living costs are low here—rates at hotels, boarding houses or for furnished bungalows are very reasonable.

Come via Los Angeles. Return by way of Santa Barbara, San Francisco, Portland and Seattle, or Vancouver and Victoria. *See the Great West in one glorious trip.*

Send coupon now.

The growth, wealth and marvelous resources of Southern California are indicated by the following facts and figures pertaining to the County of Los Angeles alone:

Value of Agricultural Products (1924)	$82,588,993
Value of Citrus Products (1924)	32,480,685
Harbor Imports (1924)	4,136,799 tons
Harbor Exports (1924)	18,131,622 tons
Total	22,268,421 tons
Oil Production (1924)	120,000,000 bbls.

A producing season of 365 days a year permitting year 'round crops. A wealth of water for ample irrigation and all other purposes.

Southern California

All-Year Vacation Land Supreme

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA,
Dept. A 11, Chamber of Commerce Bldg., Los Angeles, California

I am planning to visit Southern California this winter. Please send me your free booklet about Southern California vacations. Also booklets telling especially of the attractions and opportunities in the counties which I have checked.

☐ *Los Angeles* ☐ *San Bernardino*
☐ *Orange* ☐ *Santa Barbara*
☐ *Riverside* ☐ *Ventura*

NAME .....

STREET .....

CITY ..... STATE .....

L. A. 184—Saturday Evening Post 1 page Nov. 21, 1925 5406-2 Final O.K. for Publication

SAN DIEGO, CAL., UNION
NOVEMBER 22, 1925

L. A. FIRM PAYS $400,000 FOR MISSION BAY TRACT

1744

Fred P. Schader, associated with his father, Carl F. Schader, has just sold the 1000-acre Morena tract at Mission Bay to the Hollingsworth, Hults and Tatum syndicate of Los Angeles for $400,000. The sale was made by Schader for the owners, R. E. Harrison, F. J. Hanson, John E. Maurer and Carl F. Schader.

The property was purchased less than a year ago for $250,000 and this sale indicates the increasing value of San Diego real estate.

The completed transaction was closed and placed in trust with the Union Trust company of San Diego. The Hollingsworth, Hults and Tatum syndicate will place Morena on the market as a high-class residential subdivision with country clubs and golf links.

Mr. Schader and his son make a specialty of large land deals, having sold the 16,000-acre Palos Verde estates to Frank A. Vanderlip of New York for $1,700,000.

The Schaders expect to do a big business in San Diego properties. Their home office is 208-9 Consolidated building, Sixth and Hill streets, Los Angeles, but they are considering opening an office here and placing on the market a large subdivision of their own. They are planning a syndicate at this time for the purchase of a 10,000-acre tract 9 miles south from the heart of San Diego.

LOS ANGELES, CAL., EXPRESS
NOVEMBER 25, 1925

VANDERLIP HERE; STAY INDEFINITE

1744

Frank A. Vanderlip, New York capitalist, accompanied by Mrs. Vanderlip, and Mrs. E. W. Hardin arrived from New York yesterday for an indefinite stay in Southern California. The Vanderlip party registered at the Biltmore. It is reported that Mr. Vanderlip purposes building a $30,000 home at Palos Verdes.

LOS ANGELES, CAL., EXPRESS
NOVEMBER 25, 1925

Palos Verdes Motorists Unrivaled Marine Vistas

1744

mud that it took a real nature lover, indeed, to remember the beauty of yellow cliffs, of boiling surf and emerald bays rather than the annoyances of the road that made them accessible.

THING OF PAST

By early spring, however, all those road discomforts will be forever a thing of the past. As rapidly as men, mules, steam shovels and all the modern paraphernalia of road building can accomplish it, a fine highway is being built from the southern boundary of the Palos estates to Lunada bay. The beautiful north entrance to the estates, where the planting of flowers and shrubs has already attained a marvelous growth in a single year, gives a good idea of what this wonderful seaside drive will become in the course of a very few years when the landscape artists have completed their work along its entire length. The main road is to be 180 feet in width, of "double-barreled" construction, with an ample parking of flowers and shrubs in the

(CONTINUED ON NEXT PAGE)

middle to divide the two traffic streams.

LOOK OVER PROGRESS

A Cadillac phaeton from Don Lee was sent out last week to inspect the progress on the new seaside road. The Cadillac party found the grading on it complete beyond Point Vicente, where the new government lighthouse is nearing completion. Through the Palos Verdes estates the road is in excellent condition and the great Douglas cut below rocky point is a good example of the immense amount of money that is being expended to open this stretch of sea coast to motorists. Here almost $100,000 was expended to open something less than 200 yards of road.

Unlike most of the southern beaches, the Palos Verdes shore line, for the four and one-half miles through the estates, is to be forever open to the public as a playground, for it has been deeded to the home owners of Palos Verdes as park property. If you have not been to Palos Verdes recently you will find it one of the most attractive spots for a Sunday outing to be found anywhere near Los Angeles.

LOS ANGELES, CAL., EXAMINER
NOVEMBER 25, 1925

VANDERLIP MAY BUILD AT BEACH

Magnate Reported Planning $300,000 Residence on Site at Palos Verdes

Reported to be planning construction of a $300,000 home at Palos Verdes, Frank A. Vanderlip, New York financial magnate, arrived in Los Angeles yesterday.

Frank A. Vanderlip

Mr. Vanderlip, who will remain in Southern California for an indefinite period, went directly to the Biltmore Hotel upon his arrival.

In the Vanderlip party are Mrs. Vanderlip and Mr. and Mrs. E. W. Hardin.

While Mr. Vanderlip declined to discuss the reported Palos Verdes home at the present time, it was recalled that his interest in this district probably will result in plans being announced before he returns East.

Mr. Vanderlip is combining business and pleasure in his present trip here and it is expected that many important business conferences will claim a portion of his time.

CHRYSLER FOU
Touring Car,
Club Coupe,
Coach, $1045; S
$1095. Hydraulic
wheel brakes at
extra cost.
All prices f.o.b. De
subject to current
eral excise tax.
Bodies by Fisher
Chrysler enclosed
els. All models e

NOVEMBER 8, 1925

Weekly Letter To The Creditors

1744

By OSCAR L. WILLETT

Am still detained in Seattle adjusting the fire loss. A matter of this kind has many angles and involves too much to be hurried. The city building department, three fire insurance companies, two adjusters, the tenant, and myself are all interested. Of course, that has meant the employment of architects, quantity surveyors, and estimators. Today (Saturday) all my preliminary work will be completed and we shall be ready for the representative of the tenant who is due here Monday from Toledo, Ohio. Before another week, I should be on the job in Atascadero.

AT ATASCADERO

There is really not much that I can tell you about Atascadero, this week. I note from last week's News (this week's issue not yet received) and from private correspondence that the work goes along right merrily. In one way, this trip will be advantageous. It should disclose both the strong and weak spots in the organization, and we can make changes accordingly. A really good organization functions just as efficiently when the boss is away as when he is at home, provided correct general policies have been outlined.

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We must have none of these things at Atascadero. We cannot afford to make mistakes, or sustain further loses. Very soon, the work must be outlined for all the years ahead that shall be required to properly complete this liquidation. After that, leadership will amount to seeing that the plans are consistently followed. That means, of course, that an organization must be perfected that is capable of consistent work.

Sympathy and sentiment never enter into the selection of that kind of an organization. A business man never dispenses charity through his payroll. All employees must "hit the ball," loyally, effectively and harmoniously, whether the boss is there or not. When I return, my desk will not be piled high with work, because we have too good an organization for that. If it were, the responsibility for such a breakdown would rest squarely on me for not having chosen capable assistants.

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In order to make this worth while to the business men who do advertise in the News, the readers should buy **exclusively** from those who advertise **regularly** in the News, so far as that is possible. Personally, I think that an out-of-town merchant who advertises in the local paper **regularly** is entitled to preference over a local merchant who does not advertise.

What do you creditors think about it? Write your views to the editor. He will be glad to publish them. Maybe he will also tell you that when he took charge there was over ten thousand dollars of paid-in-advance subscriptions that he is shouldering, although he didn't get a penny of the money. In other words; he started with a ten-thousand-dollar handicap.

All of you must support him to enable him to overcome that handicap. Renew your subscriptions promptly. Get your neighbors interested in Atascadero and get them to subscribe.

Patronize the advertisers. Back up the man who fights for you. All of you know how important I consider the bank. The News is more important to you and to Atascadero.

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OSCAR L. WILLETT.

[Paid Advertisement]

Los Angeles Cal.

TIMES

NOV 26 1925

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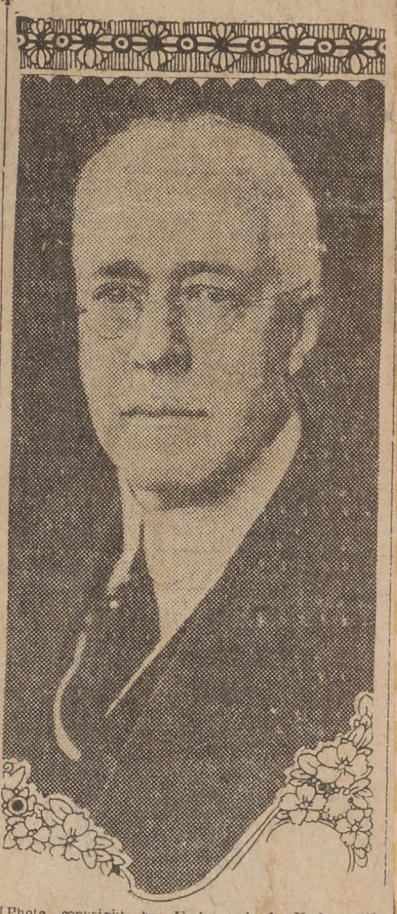
(Continued on Page 2, Column 5)



[Photo copyright by Underwood & Underwood]

Frank A. Vanderlip

November 25, 192
LA Express.

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There Is C
GLASS
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La Fehr Sale
DISTRIB
991 West Wash
WE. 5

d Gives Motorists Unrivaled Marine Vistas

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1744

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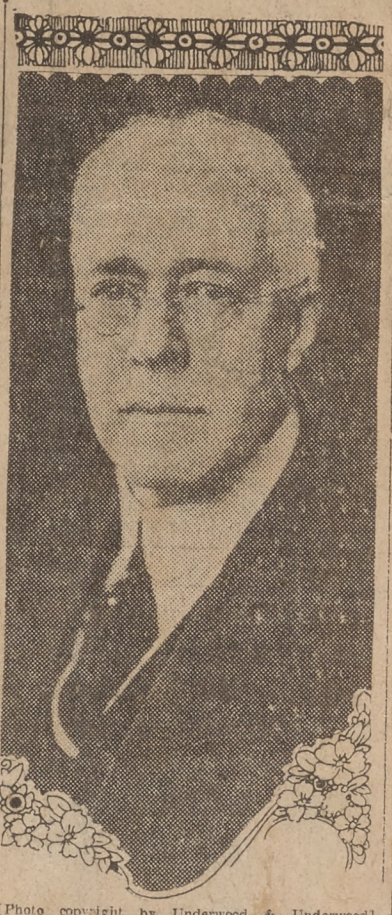

[Photo copyright by Underwood & Underwood]

Frank A. Vanderlip

November 25, 192
LA Express.

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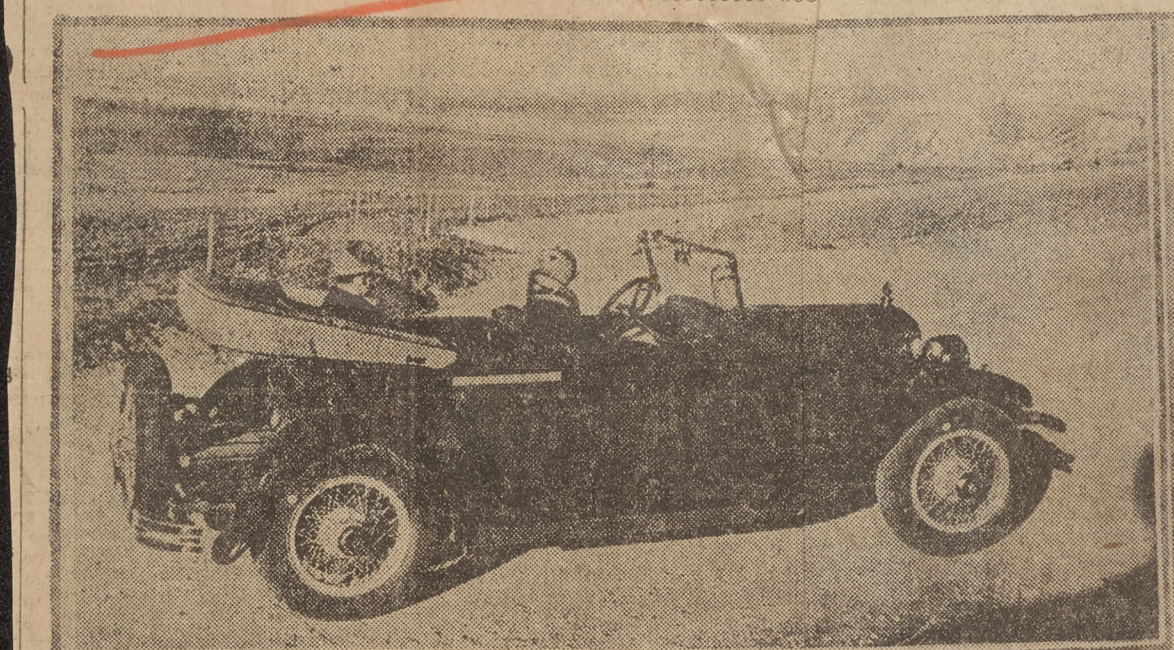

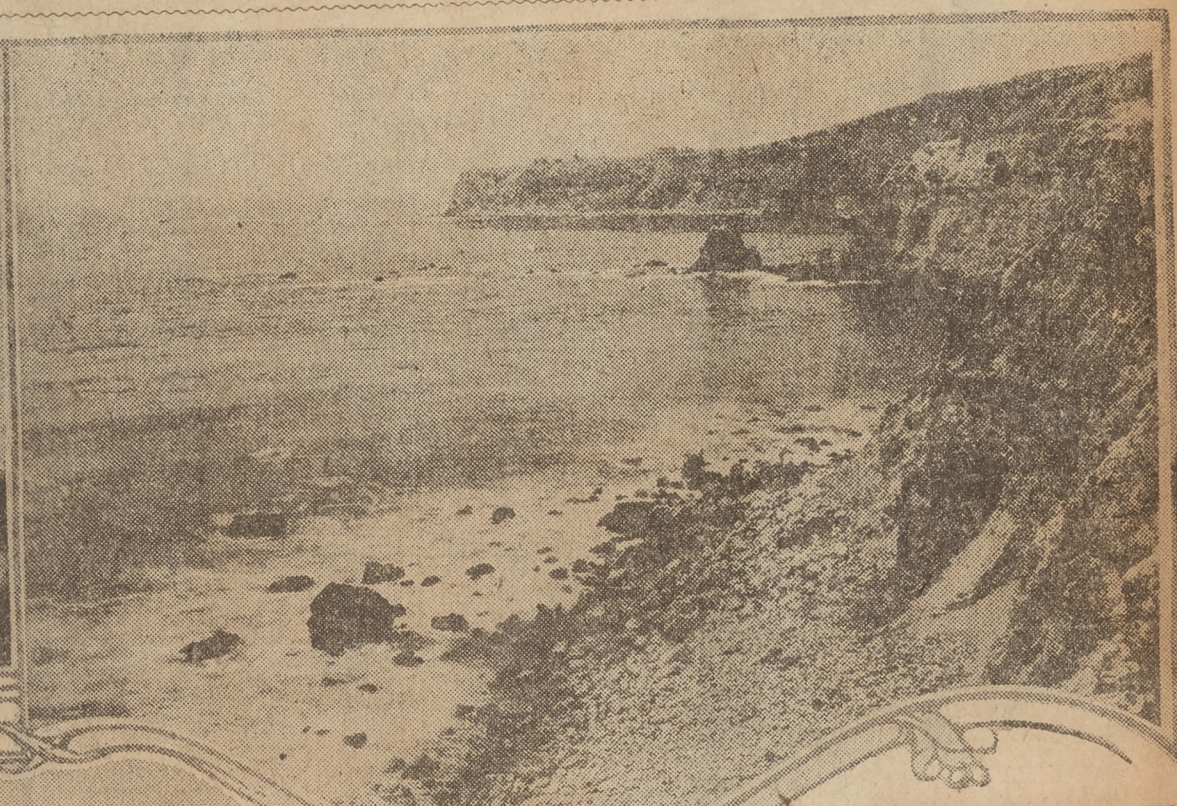

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How could any one have a claim against Mr. Lewis if "he was in no way personally obligated to repay anything"? If you file a claim, you must make oath that Mr. Lewis owes you that amount of money. If he was merely your partner, he owes you nothing and you have no claim. Again, Mr. Lewis is in bankruptcy and if you are his partners then the partnership business is in bankruptcy and each of you are subject to the jurisdiction of the bankruptcy court to the extent of the partnership business.

How much would a few thousand of you enjoy being directly involved in this bankruptcy along with Mr.

tioned in the assignment. Why have a lawsuit over a theory, when it can't get you any money? Think it over

ADVERTISING

Recently I read an interesting article on advertising. It is too long to quote here, but it certainly proved that advertising not only pays, but is essential.

We in Atascadero know that fact. Without the Atascadero News, it would have been impossible to have protected the creditors against the people who wanted, for one reason or another, to complete the wreck here. Without the Atascadero News, the Real Estate Settlement Plan never could have been carried out.

Without the Atascadero News, you would not have, today, a bank, a going printery, or an agricultural development on a large scale. In fact, what would you have ff you had not had the Atascadero News? I'll venture the assertion that it would be mighty little.

Having nothing to do with the production of the paper and paying for the space this Weekly Letter requires, I can write what I think.

The merchants and business men of Atascadero, the residents of Atascadero, and all the creditors must realize the value of, and support, this paper.

Regular, intelligent, consistent advertising pays directly; but even if it didn't, the business men of Atascadero should support the paper because of the indirect profits.

In order to make this worth while to the business men who do advertise in the News, the readers should buy **exclusively** from those who advertise **regularly** in the News, so far as that is possible. Personally, I think that an out-of-town merchant who advertises in the local paper **regularly** is entitled to preference over a local merchant who does not advertise.

What do you creditors think about it? Write your views to the editor. He will be glad to publish them. Maybe he will also tell you that when he took charge there was over ten thousand dollars of paid-in-advance subscriptions that he is shouldering, although he didn't get a penny of the money. In other words; he started with a ten-thousand-dollar handicap.

All of you must support him to enable him to overcome that handicap. Renew your subscriptions promptly. Get your neighbors interested in Atascadero and get them to subscribe.

Patronize the advertisers. Back up the man who fights for you. All of you know how important I consider the bank. The News is more important to you and to Atascadero.

While I am on this subject, the News carried an article recently that the local people were not supporting the local bakery. That must be a mistake.

Why should any Atascaderan buy bread not made in Atascadero when we have such a splendid baker?

Why should any Atascadero merchant carry any other bread?

Why should any Atascaderan patronize any Atascadero merchant who does carry any other bread?

Why should any Atascadero institution expect the patronage of the creditors and the people of Atascadero unless it helps support all other Atascadero institutions?

Rather hard nuts to crack, eh?

OSCAR L. WILLETT.

[Paid Advertisement]

Los Angeles Cal.

TIMES

NOV 26 1925

VANDERLIP SEES PROSPERITY

Country Faces Prolonged Period of Favorable Conditions, Declares Eastern Capitalist

1744

Business conditions throughout the East are exceptionally good and the country in general faces a prolonged period of real prosperity, according to Frank A. Vanderlip, eastern banker and capitalist, who has arrived in the city with Mrs. Vanderlip to spend the winter.

Returning to the city after an absence of two years, Mr. Vanderlip, although not a stranger to the great growth Los Angeles has been making of recent years, commented upon the remarkable development of the city since last he was here. The development of the Wilshire district, he said, particularly impressed itself upon him. Not only the extent of the development, but also its high character, with its many fine new buildings pleased Mr. Vanderlip.

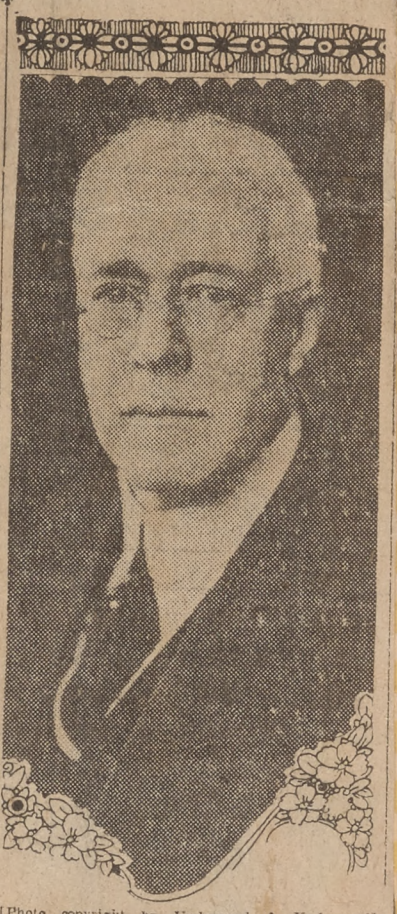
Touching upon the Florida boom, Mr. Vanderlip characterized it as nothing short of a "madhouse." Unlike others who have discoursed upon Florida, Mr. Vanderlip expressed the opinion that it will not suddenly collapse or burst like a bubble. "They have a lot of good stuff down there," he said. He believes the phenomenal activity may continue for some months and then gradually taper off.

Southern California, he said, need not worry about Florida. Florida draws and will continue to draw upon a certain class of people in the East, being closer to great centers of population than is Southern California.

"But you can't get away from the climate of Southern California," he remarked. "It is wonderful and people will always come out here to live here and enjoy it."

Mr. Vanderlip's particular mission out here this winter will be the planning and supervising of the construction of a fine winter home for himself and family on his great tract of land adjoining the Palos Verdes estates. He said he doesn't know what the new

(Continued on Page 2, Column 5)



[Photo copyright by Underwood & Underwood]

Frank A. Vanderlip

PALOS VERDES BEAUTY TOLD

(CONTINUED FROM PRECEDING PAGE)

middle to divide the two traffic streams.

LOOK OVER PROGRESS

A Cadillac phaeton from Don Lee was sent out last week to inspect the progress on the new seaside road. The Cadillac party found the grading on it complete beyond Point Vicente, where the new government lighthouse is nearing completion. Through the Palos Verdes estates the road is in excellent condition and the great Douglas cut below rocky point is a good example of the immense amount of money that is being expended to open this stretch of sea coast to motorists. Here almost $100,000 was expended to open something less than 200 yards of road.

Unlike most of the southern beaches, the Palos Verdes shore line, for the four and one-half miles through the estates, is to be forever open to the public as a playground, for it has been deeded to the home owners of Palos Verdes as park property. If you have not been to Palos Verdes recently you will find it one of the most attractive spots for a Sunday outing to be found anywhere near Los Angeles.

noon. Secretary Granger, who is an ardent aviator, expects to fly to Elsinore on Friday to complete final arrangements.

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...valed Marine Vistas

Some interesting scenes taken at Palos Verdes. Top, left, looking north over Malaga Cove from Granvia La Costa. A Cadillac sport phaeton is in the foreground. Top right the rugged coast line below

ATASCADERO, CAL., [illegible]
Mimeographed 1926.
Lewis Journal
NOV - 1925

1777

BETTER LATE THAN NEVER

It was a wise forethought that made me stipulate that this Journal would come out whenever I felt like it and not at fixed dates. This is the second issue, and since the first issue I have averaged about a thousand miles per week traveling by auto, making the round of the oil properties and the Panamint Mine. Much of this issue was written on a portable typewriter while stopping overnight either high in the Panamint mountains or at Maricopa. However, as pictures are the oldest language of the human race, I took photographs outside, inside by flashlight and about every other way at the mine, and here they are. They certainly save me from having to write pages of copy, and save you reading it, as they tell the story better than words could. As I will be on the jump continually until the big tunnel is completed, the next issue will come out whenever I have enough new photographs and news to fill it, probably about the first of the year. If there are any particular things that you want me to take photos of for the next issue, drop me a brief line, writing only on one side of the paper, telling me what they are. A great many readers of the Journal have written asking that I print my latest photo, so you will find it on the last page of this issue. In fact you will find two pictures on that page and you can take your choice.

THIS ISSUE OF THE JOURNAL

This issue is almost entirely devoted to the Panamint Mines, as was announced that it would be. It is some task to get up an issue of the Journal, as I have little time to devote to it. It also costs considerable money to issue it, hence the nominal charge of $1 per year which will at least pay the postage on it. It is, however, the best way that I can keep the several thousand people interested, informed of progress on the way to new fortunes and resources, hence the most economical.

Nine thousand copies of this issue are going out. If you have any friends who you think would like to get it, send in subscriptions for them or get them to. There will be some interesting issues, and some time during the year I expect to print three SPECIAL issues beautifully printed for binding, giving the inside story from the beginning of our undertakings thirty years ago. If you get a copy of this issue and had not subscribed for it, it is an invitation to you to do so.

CLOSING THE BANKRUPT ESTATE

The time is fast drawing near when the Trustees will have to sell the assets of the bankrupt estate to the highest bidders. There are a number of these assets that we want for the Fund, and for which I propose to bid. They are worth much more to us than anyone else would probably bid for them, while as is usual under such proceedings and forced sales, they will probably bring but a small fraction of their real value. Meantime the fees of the three trustees, their attorneys, etc., are going on. The longer the estate remains open the greater the expense and costs that will be taxed against whatever is realized against it. It would seem that the promptest possible closing up of the estate was the only possible hope of the creditors even getting a 2% dividend, altho those who have taken advantage of the real estate settlement of course get 100% with interest and bonus allowance for their claims, in real estate receipts applicable to the purchase of lands that they may select.

THE OLD GUARD

Alexander conquered the world with a tight, true organization of a few thousand men who stuck to him until he had won, no matter how many times he got licked and did not know it in the process. Real trouble began when his old guard got rich and began to fight over the spoils of victory. Now that the smoke has cleared up some, I find about thirty-five hundred of the creditors enrolled under the Fund for the next battle. You can not whip that sort of an organization, and they are certain to win, as skill, wisdom and experience makes them more than a match for fifty times their number. When the smoke has all cleared up, I miss my guess if you do not find them in full possession of the fortifications and about everything they had before with a lot more that they did not have. Here is to the Old Guard! I would rather fight with and for them, than live in peace and quiet.

ATASCADERO, CALIF.
DECEMBER 4, 1925

Weekly Letter To Th

1777

By OSCAR L. WILLETT

Things are rushing along here at top speed. The amount of work that has been done is almost unbelievable. The amount still to do is sometimes terrifying to those of us who must do it. Even with an organization that runs as smoothly and certainly as a large clock, it is difficult for me to keep up with what is being done.

If there is any one of you who is dissatisfied with what we are accomplishing here for you, he must be either very hard to please or uninformed as to what is being done. It is utterly impossible to tell all that we do. Some people might think that we jump at conclusions, because we do not give all the details of our investigations. Our studies are so comprehensive that we can only give you salient points and final conclusions.

Purchase of Estates

The biggest single piece of news this week, is the foreclosure sale of the Estates. As you know, there was a past due trust deed against this property. In order to protect the interest of the creditors, I entered into an agreement with the Anglo-California Trust Co., trustee for the bond holders, which agreement is now known as the Real Estate Settlement Plan.

When that Plan was announced, a lot of people wasted perfectly good sympathy on me. In their opinion—and in the opinion of many of my best friends—it was an impossible task. They thought that both my time and money was being wasted. No one wanted my job then or seemed willing to help. They were so fearful that they would injure their own reputations by being connected with what they thought was a certain failure.

One good business friend even advised me to pick out a good place in Mexico to which I could retire for safety's sake. My answer was a smile—and a lot of hard work. Any man should have the courage to do what his judgment and conscience approve. Conditions here were such that I simply couldn't think of myself. When Mr. Fleischacker made it one of the conditions that I should give up all other work and take charge here with almost dictatorial powers, I had to make a choice.

Only Hope

If I had refused to agree to that condition, the trust deed would have

Every real estate contract heretofore issued by the Atascadero Estates and every Real Estate Receipt will be honored by me. Not one of you will lose any right or interest that you have because of this foreclosure. It is now impossible for outsiders to interfere. The Plan can now be carried out without interruption.

Now For Work

Up to this time, we have had no chance to show what we can really do. Most of our time has been devoted to wiping out what was already on the slate. Little time remained for constructive work.

Also we were often confronted with one of three objections. First, that in some manner Mr. Lewis would again get possession of the estates and the future of Atascadero and the R. E. S. P. would depend on his management and the outcome of one man's activities—in short, that this would be again a one-man town.

Second, that the bankruptcy court might interfere.

Third, that the past due trust deed might be foreclosed in such a way as to wipe out the R. E. S. P.

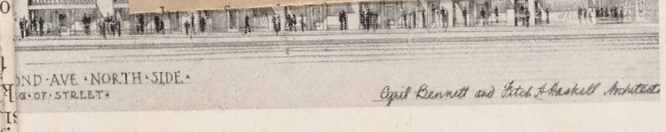
Doubts Gone

All these doubts are now removed. I have personally bought all the unsold land at Atascadero. The R. E. S. P. is now strictly and exclusively my work. In fairness to Mr. Lewis, I must state that he does not want to interfere with or hinder this plan in any way. He has published in the News many times that he has no connection with my work but does approve of it and wants to help in any way he can.

What I am writing is not being set down because there was any foundation for the fear so often expressed, or because there is any conflict between Mr. Lewis and myself. There is not and we are and will remain close personal friends. He would give me anything he has if I asked it in the name of Atascadero.

I did point out to him that in my opinion it was detrimental to Atascadero and my work for him to accept Real Estate Receipts on his propositions; and he publicly announced that he would not accept any more Receipts. Not for his benefit but for the benefit of certain doubting Thomases, I want to make it clear that Mr. Lewis has no connection with my work and I am not in any way his representative or tool.

THLAN



ND·AVE·NORTH·SIDE·
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Cyril Bennett and Fitch H. Haskell Architects

ON OF ARCHITECTURE

article by Mr. Myron Hunt, prepared for the A. I. A. page by Mr. H. O.
s so appropriate to the introductory subject listed, that it was included
as the leading article, although it appeared on the architects' own page
that assigned to the course.
many books which the club libraries might buy or which could be added
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Print Company, whose announcement of Architectural Books appears on

e best book the writer knows for this popular study is the first edition
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ell Sturgis which was a very great delight to at least one reader, who
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mpany). In this book is set forth, however, the principles of architec-
y understandable by everyone. One fundamental quality of fine art,
all history as essential, is made so important by Mr. Robinson that

(CONTINUED ON PAGE 26)

THE CENTER OF THE BUSINESS DISTRICT OF PASADENA. SOUTH SIDE OF THE STREET NOW BEING WIDENED ON THE NORTH SIDE. IF ARCADED IT WOULD ATTRACT THE TRADE OF THE ENTIRE TOWN. NOTE HOW THE ARCHITECTS HAVE BROUGHT UNITY OUT OF CHAOS IN THEIR TENTATIVE PLAN FOR THE NORTH SIDE OF COLORADO STREET WHICH IS EVEN NOW GREATLY IMPROVED BY THE REBUILDING OF THE FIRST

LOS ANGELES, CAL.

Heights at S

Scores of B

PALOS VERDES PROGRAM HUGE

Much Home Building to Start At Big Estate Tract Early in Year

Impetus to the big building program planned at Palos Verdes Estates during 1926 was given this week the announcement that two large building concerns will build from 30 to 40 houses. During October, 19 lot owners announced plans for homes and on Thanksgiving day, Frank A. Vanderlip, New York capitalist, disclosed his intention of building a $250,000 home on a magnificent estate at Portuguese Bend.

These discolsures of proposed home building at Palos Verdes are declared by officials of the project to be the forerunners of an extensive activity at the new City-By-The Sea, which will gain momentum as the year progresses.

One of the building concerns which has already begun construction is the Estates Mortgage and Building Company. Work began last week on the first of 25 or 30 homes which will arise during the next 12 months. It is planned to start a new home every two weeks. They will range from 6 to 11 rooms and their price range will be from $15,000 to $30,000. Winchton Leamon Risley, architect, is designing the home, which will, for the most part, be of Spanish architecture. They will be erected by Whiting-Boynton & Potts, contractors. Most of them will be located in the Malaga Cove district, although a few English type residences will be built at Margate.

Another construction company which plans to begin operations within the next 60 days is the Bagby-Wittler Realty Co., which has acquired lots in the Valmonte district.

The selection of Palos Verde Estates as a field for the activities of these two concerns is regarded as particularly significant, Jay Lawyer, general manager of the project, points out.

"It means," says Lawyer, "that Palos Verdes is every month becoming more and more recognized as an unusually desirable location for homes. Choice hillside property with contiguous ocean front, golf links, bridle trails, parks and playgrounds such as we have established at Palos Verdes are becoming exceedingly rare in Southern California. The buying public appreciates this fact and there is a distinct increase in the number of people who are interested in securing homes and homesites at Palos Verde[illegible] still [illegible]

REDONDO BEACH, CAL.
BREEZE—1925
DECEMBER 5, 1925

anderlips Bring Their Architect to Palos Verdes; Will Build at Once

Frank Vanderlip and family, and his sister Mrs. Harden have arrived at their ranch home in the Palos Verdes hills, and will superintend the building of their beautiful home, at Portuguese Bend. Mrs. Harden is also going to build in the Palos Verdes. They brought their architect with them.

LOS ANGELES, CAL.
EXAMINER
DECEMBER 6, 1925

SAN PEDRO, CAL., PILOT
DECEMBER 5, 1925

McGonigle Leaves Harbor Job To Sell Palos Verdes Sites

W. R. McGonigle, whose office as wharfinger was recently abolished by the Harbor Commission has associated himself with A. M. Ferguson in the sale of the Palos Verdes properties in San Pedro.

McGonigle was one of the oldest employees of the harbor department. Through various administrations and many upheavals and changes of administration he was one of the few men retained year after year.

Under the charter his duties have been consolidated with those of the traffic manager. McGonigle has many friends in San Pedro, his acquaintance being particularly large among shipping men who have had business with the harbor department.

NEW BUILDING GROWTH SEEN IN NEW DEALS

Construction Activities at Palos Verdes to Reach High Peak; Concern Plans Forty Homes

Building activities at Palos Verdes estates already have started on a huge scale, it was announced yesterday. Two large building concerns plan to erect forty residences, while nineteen lot owners have announced plans for new homes.

Frank A. Vanderlip, New York capitalist, also disclosed his intention of building a $250,000 hom on an estate at Portuguese Bend. These disclosures of propos d home building at Palos Verdes are declared by officials of the project to be forerunners of an extensive activity at the new community, which will gain momentum as the year progresses.

One of the building co[illegible]erns starting construction is the Estates Mortgage & Building Co., which started work last week on the first of twenty-five homes to be built during the next twelve months. It is planned to start a new home every two weeks, ranging from 6 to 11 rooms and costing from $15,000 to $30,000.

Winchton Leamon Risley, architect, is designing the homes, which will be of Spanish architecture. The homes will be erected by Whiting-Boynton & Potts, contractors. The dwellings will be located in the Malaga Cove district, though a few English type residences will be built at Margate.

Another construction firm, which plans to start operations within the next sixty days is the Bagby-Wittler Realty Company. This concern has acquired six lots in the Valmonte district, overlooking the golf course, where Spanish and English type houses of 7 to 10 rooms will be erected. The values will range from $15,000 to $25,000 in cost.

Selection of Palos Verdes Estates as a field for the activities of these two concerns is regarded as particularly significant, Jay Lawyer, general manager of the project, points out.

"It means," says Mr. Lawyer, "that Palos Verdes is becoming more and more recognized as an unusually desirable location for homes. Choice hillside property with contiguous ocean front, golf links, bridle trails, parks and playgrounds such as we have established at Palos Verdes are becoming exceedingly rare in Southern California.

"The buying public appreciates this fact and there is a distinct increase in the number of people who are interested in securing homes and homesites at Palos Verdes while desirable sites are still available."

PMENT

Line With Stupendous Plan

And every provision has been made to make this always true. Over 700 acres of parks and school sites, shore line, golf links and parkways have been deeded to the Palos Verdes Homes Association, which is charged with the responsibility of maintaining these recreation centers for the community. No industry of any kind, except such necessary utilities as laundries and cleaning establishments are allowed.

About 65 per cent of the lots in the first 3200 acres have been sold. Home-building on a large scale will be done during 1926, according to officials of the company. When the $9,000,000 public improvement program for the first 3200 acres has been finished, it is planned to develop areas until the full [illegible] have been laid out. [illegible] is accomplished Palo[illegible] be a community of [illegible] 150,000 people and $5[illegible] have been spent in pu[illegible] ments alone.

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SAN PEDRO, CAL., NEWS
DECEMBER 9, 1925

McGONIGLE JOINS PALOS VERDES AS SALESMAN, CLAIM

W. R. McGonigle, wharfinger at the San Pedro harbor for a number ow wears, has associated himself with A. M. Ferguson, local representative of the Palos Verdes properties in the sales department of that organization, having offices with Mr. Ferguson in the Sederlund building.

Mr. McGonigle is well and favorably known in San Pedro, his long services in the harbor department having brought him a wide acquaintance which will be of immeasurable benefit to him in the new field of labor he has now entered.

ATASCADERO, CAL., TIMES
Mailed Dec. 1925.
DEC 1925

DECEMBER 4, 1925

Weekly Letter To The

BETTER LATE THAN NEVER

It was a wise forethought that made me stipulate that this Journal would come out whenever I felt like it and not at fixed dates. This is the second issue, and since the first issue I have averaged about a thousand miles per week traveling by auto, making the round of the oil properties and the Panamint Mine. Much of this issue was written on a portable typewriter while stopping overnight either high in the Panamint mountains or at Maricopa. However, as pictures are the oldest language of the human race, I took photographs outside, inside by flashlight and about every other way at the mine, and here they are. They certainly save me from having to write pages of copy, and save you reading it, as they tell the story better than words could. As I will be on the jump continually until the big tunnel is completed, the next issue will come out whenever I have enough new photographs and news to fill it, probably about the first of the year. If there are any particular things that you want me to take photos of for the next issue, drop me a brief line, writing only on one side of the paper, telling me what they are. A great many readers of the Journal have written asking that I print my latest photo, so you will find it on the last page of this issue. In fact you will find two pictures on that page and you can take your choice.

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CLOSING THE BANKRUPT ESTATE

The time is fast drawing near when the Trustees will have to sell the assets of the bankrupt estate to the highest bidders. There are a number of these assets that we want for the Fund, and for which I propose to bid. They are worth much more to us than anyone else would probably bid for them, while as is usual under such proceedings and forced sales, they will probably bring but a small fraction of their real value. Meantime the fees of the three trustees, their attorneys, etc., are going on. The longer the estate remains open the greater the expense and costs that will be taxed against whatever is realized against it. It would seem that the promptest possible closing up of the estate was the only possible hope of the creditors even getting a 2% dividend, altho those who have taken advantage of the real estate settlement of course get 100% with interest and bonus allowance for their claims, in real estate receipts applicable to the purchase of lands that they may select.

THE OLD GUARD

Alexander conquered the world with a tight, true organization of a few thousand men who stuck to him until he had won, no matter how many times he got licked and did not know it in the process. Real trouble began when his old guard got rich and began to fight over the spoils of victory. Now that the smoke has cleared up some, I find about thirty-five hundred of the creditors enrolled under the Fund for the next battle. You can not whip that sort of an organization, and they are certain to win, as skill, wisdom and experience makes them more than a match for fifty times their number. When the smoke has all cleared up, I miss my guess if you do not find them in full possession of the fortifications and about everything they had before with a lot more that they did not have. Here is to the Old Guard! I would rather fight with and for them, than live in peace and quiet.

APPRECIATION

Words can not express the heartfelt appreciation Mrs. Lewis and I feel for the thousands who have so kindly given us their loyalty and goodwill in dark hours. More than three thousand, five hundred of my former creditors have joined in the Reconstruction Fund. It has not been the AMOUNT that they sent, but the spirit that has gone with it. It has been wonderful and has lifted me from bankruptcy, ruin and despair to new effort and courage, to take a fresh hold and start all over again. I know that had I laid down and given up last December, never would I have been forgiven, and when my last day comes, if they will hold up the lid of the coffin a few moments I will give one more last kick instead of lying down and quitting quietly, as evidence that their confidence was held sacred to the very limit. However, I have firmly implanted in my consciousness and innermost heart, that we have served our time of trial and experience, and having refused to quit or lay down under ANY circumstances, that now our time of success, based on experience dearly bought, is at hand. Will we all be as kindly, as loyal, as brave and as generous if the Panamint and the oil properties bring us all great wealth and incomes as we have been in adversity? Wealth breeds greed and the worst elements of the human being to the surface, while adversity and disaster bring out the strongest and finest or else utterly crushes. Having stood fast under adversity and disaster, we are the better prepared for and will the more appreciate the obligations of large incomes and wealth. No matter what the Panamint may bring us, I am quite certain that we will use it to far better advantage and with far greater wisdom, than we would have but for the past battles.

The pendulum swings to its limit one way and then as far the other. It swung to the limit with us one way, and now seems on its way to the limit the other way. I can not help feeling that the Panamint was sealed up in that gorge by a cloudburst a generation ago, to wait until we had had our lessons. Five years ago, I stood on the top of Slate Ridge beyond Searles Lake looking across the Panamint desert to the great peak above the Panamint Mine, but knew nothing of it. Had we gotten it then, we would almost certainly have lost it, under the conditions that then existed when any two or three disgruntled creditors could have wrecked everything.

It's different now. We have seen a few stockholders wreck us at University City, receivers jumped in and land now worth a hundred million dollars, sold out on us by receivers for $80,000, and then the $80,000 eaten up in their fees. We have seen a few creditors wreck the merger plan that would have saved all the properties, clear of debt, at Atascadero, and now three trustees, with their attorneys, will tax a heavy toll on the poor remains left, while the creditors themselves are asked to pay 20% additional in cash as the only means of getting the lands, when under the merger plans they would have had the lands and everything else without paying 20%. THIS time, freed of the past debt, profiting by past experience, we have neither stockholders or creditors in the Fund and issue no securities of ANY sort. While the bankruptcy took everything I had in the world and turned it over to the creditors, yet at the same time it freed me of all debt and gave us a chance to build anew, which is the purpose and intent of the bankruptcy laws. It was charged by our critics that the former corporations were "one-man" corporations and that I was in complete control. This time we will go it one better by MAKING it a one-man proposition on its face, and letting our mutual confidence be the bond between us. On the last page of this issue, is clearly stated again just what the Reconstruction Fund is and what it is not. The great American privilege of those who do not like it that way is to keep out of it.

THE FORMER MERGER PLAN

Under the plan for a merger company which I submitted to all creditors many months before the bankruptcy was forced on me by a few creditors, it was proposed to charter a merger company (the charter had already been obtained when the bankruptcy was brought about) and to merge into this new corporation, all the combined assets, properties, corporations and interests of every sort. The creditors were to receive first preferred 8% stock for the amount of their claims, with an equal amount of common stock. The preferred stock was to carry the right of applying it if and when desired by the holders, to the purchase of any lands in Atascadero offered for sale by the company, which would leave the common stock carrying permanent interests in all the combined properties, oil wells, mines, lands, etc. If the preferred stock were not applied to the purchase of lands, it was to be retired at 110 (10% above par) over a series of years through a sinking fund, from all net incomes, leaving the stockholder with his common stock carrying permanent interests in all the combined properties. All underlying mortgage debt was to be paid off through the sale of approximately a million dollars of treasury stock carrying the common stock bonus, a large proportion of which was already subscribed. This would have left all the combined properties, clear and free of mortgage debt, as the property of the merger company, whose stock would have been held by the creditors. Approximately 85% of the creditors had approved and accepted this merger plan, when the bankruptcy was forced by five creditors holding less than $12,000 of indebtedness. That wrecked the merger plan. I estimate that the creditors have suffered a loss of many millions of dollars, besides the great expense and fees of the bankruptcy, through the failure to carry through that merger.

Certainly, to have subscribed the entire treasury stock of the merger company, thereby paying off ALL mortgage debt on all the properties and providing ample new capital, would not have cost the creditors one-half as much as the 20% which they must pay to get title to land alone, while they could have applied their preferred stock to the purchase of lands at any time without additional payment and still retained their common stock carrying permanent interests in all the combined properties.

With the completion of the Lewis tunnel at the Panamint and finding of the metal values at that depth, a NEW merger will then be in order, since there will be no mountain of debt to provide for this time, while great assets and incomes will have been assured.

Such a new merger would be a combination of the Panamint mine, the oil properties, and such properties as had been acquired from the former estate. Those who had enlisted in the Reconstruction Fund, would be those who would compose it. Since such a new merger would have none of the past debts, would have large incomes and proved properties, it could then apply its real estate receipts turned into the Fund to the purchase of a vast amount of the Atascadero property and add that to the merger, so that any of its stockholders desiring to acquire land here and build their home could apply their preferred stock in that way, if they desired, and still retain their permanent interest in the merger company through their common stock holding.

THIS time, however, there will be no creditors who can hold it up or wreck it and it will not be necessary to secure 100% acceptance as it was before, an almost impossible thing in any human undertaking.

There are undoubtedly many hundred of the creditors who would gladly join in contributing to the Reconstruction Fund but who are financially unable to do so, yet their hearts are with us. Undoubtedly under any such new merger plan I will be able to find a way to take care of them also. The time has not yet come for consummating any such plan. First I desire to build up incomes that will pay off all credits in the Fund, and then with the new properties clear and free, ample incomes assured, we will be in a position to carry out any such plan as we please.

FUTURE MERGER

Without binding or obligating myself in any way as to future plans at this time, I will state that tentatively at least, it is my ultimate purpose when the Panamint mine and my oil properties have been brought to a high state of productivity with an assured future beyond question, to merger them into one great corporation, and at that time make such distribution of its capital stock, bonds and/or other securities to those to whom I have given credits in the Fund, in proportion and amount as may seem equitable and fair.

Should the Panamint mine develop to any such property as now seems reasonable to expect, I may incorporate it for a large sum, possibly twenty or thirty million dollars, place its stocks on the market, list them, and cash in on a minority share of them, retaining the controlling interest. Such fortunate development, which now seems reasonably certain to eventuate, would then place me in possession of a great sum of ready cash, in addition to retaining control of the mines, and would make it possible for me to return to each contributor to the Fund, the full amount of his credit, possibly several times over, while he would still retain his participating share in my net incomes.

I am frank to say, that in such event, it would be a matter of great happiness to me to also return to every person, regardless of whether he or she had been able to contribute to the Fund, and regardless of any other settlement he or she may have accepted meantime, the full amount of his or her total former investments, loans or other interests, which he or she may have made in any way, prior to the forced bankruptcy.

My ultimate intentions are to gradually bring together in one new merger company, all my combined mining, oil and other properties and interests, such merger company being a holding company, owning the controlling, full or partial interests in such separate operating companies as may be expedient to create for the operation of the different properties, their financing, etc.

Thus the real estate certificates accepted as credits in the Fund, while having no value until applied to the purchase of land, when an additional cash payment would also be required, will probably be so applied by me in due time to acquire large bodies of lands in Atascadero which I select, and such lands would become one of the assets of such a merger company. The sale of such lands or any net incomes derived from them, would become a part of net incomes divisible with those having credits in the Fund or after the merger was formed, holding the securities of the merger company.

YOU ARE MORE THAN WELCOME

While real estate receipts can no longer be accepted for credit in the Reconstruction Fund, for reasons explained in this issue, yet cash contributions to the fund are still more than welcome and will be until the big tunnel at the Panamint is completed to the Wyoming vein, when the Reconstruction Fund will have served all possible purposes, and it will then be permanently CLOSED. Cash contributions are entitled to participation in incomes, to the extent of three times the participation of credits given for the 20% cash paid in connection with real estate receipt credits. Thus if one has a credit of $200 cash and $1,000 real estate receipts, total $1,200, and the income rate is at 10% per annum on ALL credits, he would be entitled to $120 per annum, which would be 60% per annum on the CASH he had contributed to the Fund, or 10% on his TOTAL credit. If another had paid in $200 cash to the Fund WITHOUT its applying as the 20% on real estate receipts, he would therefore be entitled at that rate of 10% to $60, which would be 30% per annum, on his money paid in.

Cash contributions are therefore entitled to THREE TIMES the income rate, where no credit for real estate receipts is given in connection with them, that they would be entitled to if such credit had been given.

Palos Verdes non-convertible notes will be accepted at par as cash contributions, however.

I already hold a considerable amount of them accepted as cash credits. If I should hold them a number of years until they were finally liquidated and they should then return several times their par, those having credits in the Fund would get the benefit since ALL net incomes which I derive from not only the Panamint Mine, the oil properties and any and all properties acquired from the Trustees, as well as any net incomes derived from the real estate receipts or lands purchased with them but also the Palos Verdes notes, would be divisible with those having credits in the Fund. The principal I would be free to reinvest for additional incomes, but the NET INCOME is divisible with and payable to those having credits in the Fund. I get one-half and those having credits in the Fund get the other half of ALL such net incomes.

In due time, this will be put into the form of a great Trust, or merger corporation, but not until I have first been able to pay off in cash, in full, all cash credits, with the incomes, so that we will then all be working on velvet and have only profits involved. Thus with the new tunnel completed and the values found to hold to this depth, I could borrow from smelters enough to cash out all credits and let the ore from the mine pay off the loan, when as I would also have received an equal amount, we would all then be on velvet and the entire permanent net incomes from the mine would be equally divided between us. Or I might then incorporate the mine for a large sum, sell sufficient of its securities to pay off all credits in full in cash, getting an equal amount myself, holding the controlling interest in the mine corporation for our mutual permanent incomes, or if after explaining to those having credits in the Fund, my plans for the other 13,000 acres of Palos Verdes, if we decided to do so, we could use the mine as the means of purchasing those 13,000 acres and carrying out those plans to our mutual benefit and profit and still retain the controling ownership in the mine.

We are here a short time and what we all want now is assured, permanent incomes as large as we can get them, regularly, certainly and in cash. If we got back our principal, we would have to put it into something else in order to get any income from it. I can not conceive of anything else that would return so large and assured incomes, as this Panamint Mine once the ore bodies are proven to the depth of the new tunnel, and those 13,000 acres of Palos Verdes properly developed. My idea, however, is to increase the income rate just as fast as the incomes will justify it, until every one has received returns equalling the total of his credits in the Fund, when I would have received a like return. Then we would be on velvet, and could safely utilize our resources to purchase the other 13,000 acres of Palos Verdes and do with it what we started to do with University City. As a place to live, I would rather live in Atascadero than any other spot on earth, but as a city building undertaking for profit as well as glory, I know of no other opportunity equalling those Palos Verdes estates with the metropolis of Greater Los Angeles certain to sweep over them enhancing their value many thousand per cent, just as St. Louis built up to and over University City as I foresaw it must. I would certainly like to have the privilege while still alive and kicking, of first having cashed out all Fund credits in full, laid the assurance of permanent incomes to those who had them, and then having back of me the wealth of the Panamint, absolutely proven up, of taking on the job of building on the Palos Verdes hills another Acropolis for Greater Los Angeles, like that one which Pericles and his associates built at Athens 2600 years ago. To set ten thousand men to work to build such a city, drawing to its conception the greatest artists, architects, constructors and men of genius in the nation, with a great silver mine to draw on, would not only strike a chord in the minds and hearts of the best in the nation, but be about the most profitable undertaking that I can think of. It would combine the highest idealism in concrete construction with cold cash dividends. Let's get ON VELVET FIRST, however. I hope to get that job nevertheless and get it while I am still strong and vigorous, and if I do and can complete it, I don't care whether I have a red cent personally when the undertaker comes for me It certainly would be some kickoff for an active and interesting life that I have certainly enjoyed so far.

Perhaps this will explain why instead of being content to build a little mill and mine at the Panamint as the old-timers did fifty years ago, I am driving a great working tunnel straight in at the base of the mountain to tap the veins eleven hundred feet below the old workings and open up at once the vast mineralized zones showing on the surface, in a way that will prove their value beyond question, all at once, tho it may take fifty years, even with such an engineering feat, to get the ores all out.

If we mined from the surface down, it would cost fifty times more to get out the ores, which would mean that they would have to be fifty times richer to be profitable, and we would never know from day to day how much further down they went or what their character or values would be.

While it may have taken us a year longer to get going the way I have gone about it, we will KNOW what we have for fifty years to come and when we do get going we can make a profit out of $5 ore, when we could not have made one out of $50 ore the other way. Furthermore, the day the depth and metal values of the Wyoming vein have been proved by the new tunnel, we will have something that we can count on for the next generation with absolute certainty, as it would then be a manufacturing and engineering proposition of how fast and how cheaply it could be mined. If the world knew that you had fifty million dollars absolutely assured capital resources, even tho you could not draw them out faster than one million per year, your rating would be fifty million and not one million. I am going to find out at one stroke JUST WHAT THE LIMIT OF THE RESOURCES OF THIS MINE ARE and then we can govern ourselves accordingly. It's common sense, good mining practice, and what we want to know is what we can COUNT ON with absolute assurance, not what we think or hope is there.

I don't know any more than you do just what we will find when the tunnel strikes the Wyoming vein, but we will both know when it gets there, and even tho the values were found not to carry to this depth, it is the RIGHT way to get at the ores and values that we do know are present above.

LOS ANGELES, CAL.

Heights at S

Scores of B

1944

PALOS VERDES PROGRAM HUGE

Much Home Building to Start At Big Estate Tract Early in Year

Impetus to the big building program planned at Palos Verdes Estates during 1926 was given this week the announcement that two large building concerns will build from 30 to 40 houses. During October, 19 lot owners announced plans for homes and on Thanksgiving day, Frank A. Vanderlip, New York capitalist, disclosed his intention of building a $250,000 home on a magnificent estate at Portuguese Bend.

These discolsures of proposed home building at Palos Verdes are declared by officials of the project to be the forerunners of an extensive activity at the new City-By-The Sea, which will gain momentum as the year progresses.

One of the building concerns which has already begun construction is the Estates Mortgage and Building Company. Work began last week on the first of 25 or 30 homes which will arise during the next 12 months. It is planned to start a new home every two weeks. They will range from 6 to 11 rooms and their price range will be from $15,000 to $30,000. Winchton Leamon Risley, architect, is designing the home, which will, for the most part, be of Spanish architecture. They will be erected by Whiting-Boynton & Potts, contractors. Most of them will be located in the Malaga Cove district, although a few English type residences will be built at Margate.

Another construction company which plans to begin operations within the next 60 days is the Bagby-Wittler Realty Co., which has acquired lots in the Valmonte district.

The selection of Palos Verde Estates as a field for the activities of these two concerns is regarded as particularly significant, Jay Lawyer, general manager of the project, points out.

"It means," says Lawyer, "that Palos Verdes is every month becoming more and more recognized as an unusually desirable location for homes. Choice hillside property with contiguous ocean front, golf links, bridle trails, parks and playgrounds such as we have established at Palos Verdes are becoming exceedingly rare in Southern California. The buying public appreciates this fact and there is a distinct increase in the number of people who are interested in securing homes and homesites at Palos Verde
still

REDONDO BEACH, CAL.
BREEZE—19[illegible]
DECEMBER 5, 1925

Vanderlips Bring Their Architect to Palos Verdes; Will Build at Once

1944

Frank Vanderlip and family, and his sister Mrs. Harden have arrived at their ranch home in the Palos Verdes hills, and will superintend the building of their beautiful home, at Portuguese Bend. Mrs. Harden is also going to build in the Palos Verdes. They brought their architect with them.

LOS ANGELES, CAL.
EXAMINER
DECEMBER 6, 1925

SAN PEDRO, CAL., PILOT
DECEMBER 5, 1925

McGonigle Leaves Harbor Job To Sell Palos Verdes Sites

1944

W. R. McGonigle, whose office as wharfinger was recently abolished by the Harbor Commission has associated himself with A. M. Ferguson in the sale of the Palos Verdes properties in San Pedro.

McGonigle was one of the oldest employees of the harbor department. Through various administrations and many upheavals and changes of administration he was one of the few men retained year after year.

Under the charter his duties have been consolidated with those of the traffic manager. McGonigle has many friends in San Pedro, his acquaintance being particularly large among shipping men who have had business with the harbor department.

NEW BUILDING GROWTH SEEN IN NEW DEALS

1944

Construction Activities at Palos Verdes to Reach High Peak; Concern Plans Forty Homes

Building activities at Palos Verdes estates already have started on a huge scale, it was announced yesterday. Two large building concerns plan to erect forty residences, while nineteen lot owners have announced plans for new homes.

Frank A. Vanderlip, New York capitalist, also disclosed his intention of building a $250,000 hom on an estate at Portuguese Bend. These disclosures of propos 1 home building at Palos Verdes are declared by officials of the project to be forerunners of an extensive activity at the new community, which will gain momentum as the year progresses.

One of the building concerns starting construction is the Estates Mortgage & Building Co., which started work last week on the first of twenty-five homes to be built during the next twelve months. It is planned to start a new home every two weeks, ranging from 6 to 11 rooms and costing from $15,000 to $30,000.

Winchton Leamon Risley, architect, is designing the homes, which will be of Spanish architecture. The homes will be erected by Whiting-Boynton & Potts, contractors. The dwellings will be located in the Malaga Cove district, though a few English type residences will be built at Margate.

Another construction firm, which plans to start operations within the next sixty days is the Bagby-Wittler Realty Company. This concern has acquired six lots in the Valmonte district, overlooking the golf course, where Spanish and English type houses of 7 to 10 rooms will be erected. The values will range from $15,000 to $25,000 in cost.

Selection of Palos Verdes Estates as a field for the activities of these two concerns is regarded as particularly significant, Jay Lawyer, general manager of the project, points out.

"It means," says Mr. Lawyer, "that Palos Verdes is becoming more and more recognized as an unusually desirable location for homes. Choice hillside property with contiguous ocean front, golf links, bridle trails, parks and playgrounds such as we have established at Palos Verdes are becoming exceedingly rare in Southern California.

"The buying public appreciates this fact and there is a distinct increase in the number of people who are interested in securing homes and homesites at Palos Verdes while desirable sites are still available."

SAN PEDRO, CAL., NEWS
DECEMBER 9, 1925

McGONIGLE JOINS PALOS VERDES AS SALESMAN, CLAIM

1944

W. R. McGonigle, wharfinger at the San Pedro harbor for a number ow wears, has associated himself with A. M. Ferguson, local representative of the Palos Verdes properties in the sales department of that organization, having offices with Mr. Ferguson in the Sederlund building.

Mr. McGonigle is well and favorably known in San Pedro, his long services in the harbor department having brought him a wide acquaintance which will be of immeasurable benefit to him in the new field of labor he has now entered.

SUNDAY MORNING. Los Angeles Sunday Times

COMMUNITY DEVELO

PROJECT RANKS AMONG FINEST

Tract Was Once Land Grant Made by Spanish King

1944

Improvement Has Been Under Way for Two Years

New York Banker Announces $250,000 Residence

Development of Historic Rancho Palos Verdes Proceeds in

BY AN OBSERVER

[This is the sixty-eighth of a series of articles dealing with community development throughout Southern California and particularly in Los Angeles and vicinity.—Ed.]

Development of Palos Verdes Estates, generally conceded to be the most ambitious and most thoroughly planned residence park in the United States, has been given considerable impetus by the announcement of Frank A. Vanderlip, New York banker and capitalist, that he will erect a $250,000 residence on the property during 1926. This is expected to be the first move in an influx of wealthy easterners whose plans to establish a colony at Palos Verdes were interrupted by the war and reconstruction period.

In addition to development of Mr. Vanderlip's and other large estates there will be great activity during the next twelve months in the building of moderate-priced homes, according to Jay Lawyer, general manager of the Palos Verdes project. Building permits for the last twelve months exceeded $400,000 and this figure will be more than doubled during 1926, officials declare.

Already $3,500,000 have been spent in providing the basic public utilities for "city life in the country." A liberal portion of another $5,500,000, eventually to be expended in the development of the first 3200 acres of the project, will be spent on improvement work during 1926.

CAREFULLY PLANNED

The Palos Verdes Estates project is probably the most carefully planned garden suburb in the world, with the possible exception of Roland Park in Baltimore, Forest Hills on Long Island and St. Francis Wood in San Francisco. None of these, however, compare with Palos Verdes in size or setting.

The original Rancho Palos Verdes of 16,000 acres was acquired in 1913 by a syndicate of New York capitalists, represented locally by Jay Lawyer. This group became the sixth owners in succession from the original grant of the King of Spain. The tract consists of a peninsula of rolling hills skirting the shore line between Redondo Beach and San Pedro Harbor. There are twelve miles of sea coast, bays and inlets.

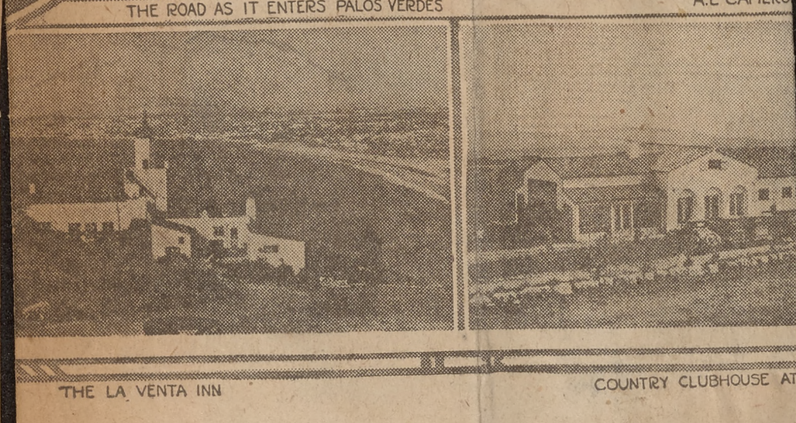
Development of the first 3200 acres began about three years ago, after a careful financing project was carried out in which about 5000 people participated. In the very beginning plans were laid which contemplated not only immediate development but improvements, extensions and safeguards which would apply for 100 years into the future. Olmsted Brothers, world famous landscaping architects, were commissioned to supervise the laying out of the various divisions of the estates. Charles H. Cheney, nationally-known consultant on city planning, was retained to co-operate with them. These men, together with Myron Hunt, David C. Allison, Robert Farquhar, James C. Dawson and Mr. Lawyer, later comprised the Palos Verdes art jury, adequately endowed financially and legally to exercise the strictest control over all buildings and improvements ever to take place in the project.

The whole project was minutely planned before a spadeful of dirt was turned in its development. All the estates, lots and roads take into account the graceful contours of the terrain so that every development greatly enhances the natural beauty of the tract. A carefully conceived system of traffic routes, parkways, and roads was laid out. The whole 16,000 acres was mapped, over 1200 triangulation points being established, so that when a man buys a lot his lines can be established within a fraction of an inch.

Basic development work has been taking place for two years. Over fifty miles of roads have been built, nineteen miles of electricity lines have been installed, mostly underground, seventeen miles of gas mains have been laid, twenty-four miles of water mains have been installed and a volume of 3,600,000 gallons of water a day has been provided. There are seven miles of storm sewers, a transportation line which serves every part of the project, and there are schools, stores, and even police protection. A 200-acres golf course has been built, with a beautiful Spanish architecture clubhouse. Over 200,000 trees are being propagated in the Palos Verdes nursery for use in further landscaping.

Ninety per cent of all lots in the project are zoned for single-family dwellings. Including the golf course, membership in which goes with each lot, about 25 per cent of the total acreage of the project has been dedicated to parks and playgrounds. There are many miles of bridle trails leading through the hills and canyons and along the surf, of which four and one-half miles are dedicated fore[illegible] the use of residents

THE ROAD AS IT ENTERS PALOS VERDES A.E CAMERO



THE LA VENTA INN COUNTRY CLUBHOUSE AT

LOS ANGELES, CAL., EXPRESS
DECEMBER 12, 1925

City Is World Famed for Its Suburban Development

Facts proving that Los Angeles is recognized all over the world as a city of ideal residence communities were revealed at the annual meeting of the Palos Verdes Estats art jury Saturday night by Hugh R. Pomeroy, head of the Regional Planning Commission, and by Gordon Whitnall, chief of the City Planning Commission.

Inquiries pour in from every state in the union and from many foreign countries, these men declared, seeking inspiration and practical advice in the planning of residence parks. Thus the high type of Southern California's suburban communities, as exemplified by Palos Verdes Estates, is exerting an influence around the world and is fixing Los Angeles in world consciousness as the center of ideal homes.

"We have recently received communications and have been paid personal visits from representatives of cities as far away as Melbourne, Australia, and the federated Malay states," declared Mr. Pomeroy. "Cities in practically every state in the union have either sent men here to study the wonderful subdivisions of Southern California or have requested facts, statistics and maps of our residence communities.

"Invariably we refer them to Palos Verdes Estates as one of the residence projects which comes nearest to the ideal home community. Here at Palos Verdes you have been unhampered in your development. In many other areas limitations are placed upon those who plan the tract by roads, railroads and other factors already established. At Palos Verdes every element has been in your favor. You have an area of great natural beauty overlooking the sea. You have had no natural obstacles and man-made obstacles. Your planners have had a free hand for real creative artistry. You have had an unusual opportunity for leadership in truly distinctive community building. The question of whether or not we of the regional planning commission think you have made the most of your opportunity is answered by the fact that we invariably include Palos Verdes in the group to which we refer people who come here to study residence parks. I think it is safe to say that Palos Verdes now has imitators all over the world."

Mr. Whitnall of the City Planning Commission, declared that at Palos Verdes a commercial success had been made of an esthetic undertaking. "In my opinion," he said, "the success you have made of Palos Verdes has a deeper significance than one might suppose with only casual thought."

We hear a great deal nowadays about the tendency of city dwellers to congregate in apartment houses and close-in hotels where wholesome family life is impossible. Palos Verdes proves that there is a strong revolt against this condition.

"The success of your undertaking and the success of other fine residential communities of Southern California prove that the majority of people want to live away fr[om] the crowded city where they c[an] enjoy natural beauty and have u[n]trammeled freedom. The fact t[hat] other cities from all over the wo[rld]

[re]turn to Los Angel[es] [in] their own city [to] [be] substantial, [the] [cha]cter of Los An[geles] irons."

LOS ANGELES, CAL., HERALD
DECEMBER 12, 1925

EXPERTS FAVOR PALOS VERDES ESTATES

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Inquiries pour in from every state in the Union and from many foreign countries, these men declared, seeking inspiration and practical advice in planning residence parks. Thus the high type of Southern California's suburb communities, as exemplified by Palos Verdes Estates, is exerting an influence around the world, it was pointed out.

COME FROM AFAR

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DOUBLE SUCCESS

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LOS ANGELES, CAL., EXPRESS
DECEMBER 12, 1925

PROTEST FILED IN LEWIS CASE

Claim 'Lack of Harmony' Among Trustees; Hear Petitions Monday

Referee in Bankruptcy Earl Moss is scheduled to hear on Monday a number of petitions and reports in the $10,000,000 bankruptcy case of E. G. Lewis, promoter of Atascadero Estates and Palos Verde, it was learned today with the filing by Oscar L. Willett, attorney for the majority creditors, of a protest against the present three trustees, claiming "lack" of harmony."

In his report Willett stated that the administration of the trustees had been "expensive, procrastinating and inefficient," ad that they had been lax in the performance of their duties.

A. R. Rutherford was sole trustee up to last August, when former Judges Victor E. Shaw and Robert M. Clarke were added to the board.

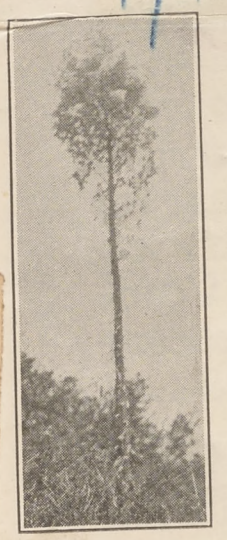
At the same time that Willett appears before Referee Moss on Monday the board of trustees also will attend the meeting and furnish necessary reports.

LOS ANGELES, CAL., SATURDAY NIGHT
DECEMBER 12, 1925

By the Way

THE YUCCA

[The Yucca has been called "The Candle of the Lord."]



O, Yucca standing lone upon a hill.
To give to Life more beauty your high aim;
Your shining light, so like a candle flame,
Burns with a steady glow or flickers still.
Out in the desert's sandy waste, I thrill
As, far away, the sageland for a frame,
I catch a gleam of white, press on to claim
Your blossoms, thus a destiny fulfill.
And, lest your beauty be destroyed and lost—
All trace that once you lived quite disappear—
Lest you extinguished be by man or frost,
O, "Candle of the Lord," with flame so clear,
Your image I record and thus devise
A way your beauty to immortalize.

Los Angeles —KATHARINE BUOY

Magic of Palos Verdes

Years ago, when I had a cottage at Redondo, I used to ride horseback over the Palos Verdes hills, from whose heights a glorious view of the city is attainable. It was wild land, with a vengeance, then, seemingly impossible of ever taming. But in California it is customary to do the impossible as I rediscovered last Saturday when, after two decades, I found myself again on those lofty ridges, bowling over perfectly macadamized roads in an automobile. What a change had been effected in the intervening years! The transforming process, the work of the master builders of the Palos Verdes Estates, with the world-famous landscape architect, Frederick Law Olmsted, as the immediate instrument, is astonishing. Every freak of nature seen in hillside and canyon has been deftly turned to account by the magical skill of Mr. Olmsted, and supplementing his genius is the work of other noted architects whose talents have found expression in artistic homes, so entirely in harmony with their environment that the general picture outspread causes one to gasp in delight. A more beautiful bit of landscaping, blending with natural scenic charms, can hardly be recalled in the state.

Art Jury's Award

That evening, at the attractive little Spanish Inn, "La Venta," gathered a group of notable architects of southern California, one or two lawyers and half a dozen women, all members of the Palos Verdes art jury which, while it meets once or twice a month, informally, to pass on designs and otherwise safeguard the beauties of the Estates, comes together annually to award first prize to the architectural creation of outstanding artistic excellence visualized on the property in the twelvemonth. This year, in addition to the jury, were present, Mr. Frank A. Vanderlip, formerly president of the National City Bank of New York, and his accomplished wife, and Mr. Edward Harden, brother-in-law of Mr. Vanderlip, who has just bought a fascinating site in the vicinity of Portuguese Bend, which he will improve with a fine residence without delay. There was a time when Ed Harden and I were associated on a daily paper in Chicago, but he had the good sense to exchange journalism for stocks and bonds and now!—Well, I am not envious, I rejoice in my old comrade's good fortune.

Myron Hunt's Oratory

As chairman of the art jury Myron Hunt presided at the dinner, which preceded announcement of the award, and in a graceful speech he presented Kirtland Cutter with a certificate of merit denoting the choice of the jury. To Mr. A. E. Cameron, owner of the beautiful Spanish type of house honored, was also given a certificate of appreciation. I think Myron Hunt made eight speeches in the course of the evening. The first was a review of the work accomplished since Mr. Vanderlip primarily had the vision—following his purchase (in conjunction with others) of the 16,000 acres forming the Estates—of an ideal community where gross materialism should [not] supersede artistic creative ef[fort]. It was a most informing ad[dress] inspirational that I had d[ifficulty] restraining my impatience to join [the] community forthwith. The other seven talks by the chairman were in the nature of introductory remarks, as he deftly presented the various speakers whose illuminating observations rendered the gathering epochal.

Mrs. Vanderlip's Little Talk

It was no surprise to me, when Mrs. Vanderlip was invited to speak, to hear her deliver a ringing little address which would have done credit to a veteran toastmaster, for Mrs. Vanderlip has been a factor in affairs of the nation, where women are concerned, for the last decade, and in the campaign for equal suffrage her logical talks, up and down the Empire State, were features of those stirring days, in the effort to emancipate the women of America. Frank Vanderlip's closing address revealed the faith of the capitalist in the enterprise which has converted the once-barren Palos Verdes hills into a thing of beauty. With so strong backing financially, with a group of idealists in control of the policies, whose restrictions so wonderfully safeguard the homes of those already established, Palos Verdes Estates, in the next decade, cannot fail to be the site of art lovers from all over the world.

Stability of the Enterprise

In the last two years more than three million dollars have been spent in this enterprise, whose stability is assured, since there is no funded indebtedness and financial provision has been made for a further five and a half million dollars to carry on development work until the ideals, as originally planned, are fully attained. Mr. Jay Lawyer, the general manager, tells me that everything of a public nature was planned and designed in advance, and under the direct supervision of Mr. Charles H. Cheney, the planner-architect, there has been unswerving allegiance to the standards set. School sites are provided, adequate business centers laid out, a fine golf course invoked and, mirabile dictu! nearly 25 per cent of the entire community property is reserved for parks and public recreation grounds. Nor is it merely a community for the ultra rich man, since there is provision for home sites for the man of modest means as well as for the more pretentious homes, and all are protected alike from the inroads of sordid commercialism.

LEWIS CASE CREDITORS VOTE SALE

Disposal of $100,000 in Assets Authorized Among Other Decisions

A meeting of creditors of the $10,000,000 bankrupt estate of E. G. Lewis, Atascadero promoter, yesterday before Referee in Bankruptcy Mors, authorized the sale of certain assets. The property includes fifty-three lots and portions of lots, a hospital and a gas and oil lease. The whole is valued at more than $100,000.

Action on rescinding previous action in appointing three trustees instead of one to administer the estate was continued until January 5, 1926. Oscar L. Willett, attorney for nearly all of the 9600 creditors, asked for a delay in order to take a referendum among his clients as to whether they wished to oppose the discharge of Lewis from bankruptcy.

The claim of W. H. Kendig for $1500, representing a $1000 Palos Verde note and bonus, was presented to Referee Moss. Numerous other claims of a similar nature, it was announced, will be filed before next January, and a battle is expected when it comes time to decide what amount must be paid on the claims.

A number of claims for fees against the estate, already authorized by Federal Judge James, were ordered paid, while the claims of A. R. Rutherford, trustee and former receiver, for $13,500; M. M. Lyter, attorney for trustee and receiver, for $20,000, and M. L. Yonkin, attorney for bankrupt, were put over until March 15. Mr. Lyter asked for an allowance on his fees, stating that his work is completed, that he is no longer connected with the estate, and that he and Mr. Willett no longer are partners.

Suit against the Bank of America for a sum in excess of $1,000,000, asserted to be part of the Lewis estate, will be filed within a few days, according to the statement yesterday of Joseph L. Lewinson, attorney for the trustees. The money, attorneys declare, came partly from commissions due Lewis from the Palos Verdes Estates promotion about three years ago. Lewis issued certain certificates to creditors and to secure them assigned his commissions to the bank, Mr. Lewinson said.

Orra W. Monnette, president of the bank, expressed surprise last night when informed of the announced action of the attorney for the trustees.

"I have heard nothing about the filing of any suit," Mr. Monnette said, "and if one is filed it will in no way affect the bank which is interested only as trustees for the estate."

LOS ANGELES, CAL.
EXAMINER
DECEMBER 13, 1925

WORLD TURNS TO CITY FOR PARK ADVICE

Planning Expert Says Inquiries Come From Far Corners of Earth; Palos Verdes Praised

Facts proving that Los Angeles is recognized all over the world as a city of ideal residence communities were revealed at the annual meeting of the Palos Verdes Estates art jury recently by Hugh R. Pomeroy, head of the regional planning commission and by Gordon Whitnall, chief of the city planning commission.

"Invariably we refer them to Palos Verdes Estates as one of the residence projects which comes nearest to the ideal home community. Here at Palos Verdes you have been unhmapered in your development. In many other areas limitations are placed upon those who plan the tract by roads, railroads and other factors already established. At Palos Verdes every element has been in your favor. You have an area of great natural beauty overlooking the sea. You have had no natural obstacles and no man-made obstacles. Your planners have had a free hand for real creative artistry. You have had an unusual opportunity for leadership in truly distinctive community building.

"The question of whether or not we of the regional planning commission think you have made the most of your opportunity is answered by the fact that we invariably include Palos Verdes in the group to which we refer persons who come here to study residence parks. I think it is safe to say that Palos Verdes now has imitators all over the world."

Mr. Whitnall of the city planning commission declared that at Palos Verdes a commercial success had been made of an esthetic undertaking. "In my opinion," he said, "the success you have made of Palos Verdes has a deeper significance than one might suppose with only casual thought. We hear a great deal nowadays about the tendency of city dwellers to congregate in apartment houses and close-in hotels, where wholesome family life is impossible. Palos Verdes proves that, there is a strong revolt against this condition."

LA Times
December 13, 1925

VALUATIONS OF NOVEMBER REPORTS ON CONSTRUCTION

Following are the official November, 1925, construction cost figures reported by building department executives from ninety-five cities of the Pacific Coast States comprised in the Pacific Coast section of the National Monthly Building Survey issued by S. W. Straus & Co.:

City	November, 1925	November, 1924
CALIFORNIA		
Alameda	$ 175,954	$ 88,959
Alhambra	181,260	321,985
Anaheim	38,725	52,350
Bakersfield	113,098	71,668
Berkeley	871,828	805,081
Beverly Hills	1,067,760	369,520
Burbank	159,985	105,115
Burlingame	116,975	268,04
Colton	36,400	47,7
Compton	103,080	113,8
Coronado	86,589	34,
Emeryville	40,270	209
Eureka	26,230	32
Fresno	122,479	10
Fullerton	10,810	5
Glendale	795,424	66
Huntington Park	112,206	19
Inglewood	118,150	80
Long Beach	1,751,700	93
Los Angeles	8,412,440	9,754
Lynwood	57,700	61
Modesto	61,970	58,
Monrovia	115,460	160,
Montebello	27,725	9,
National City	33,160	41,400
Oakland	2,271,056	2,104,741
Ontario	60,045	53,520
Orange	28,200	51,300
Palo Alto	144,600	86,690
Palos Verdes Estates	26,750	8,156
Pasadena	952,643	1,067,798
Piedmont	111,252	116,445
Pomona	81,075	143,390
Redlands	33,975	82,704
Redondo Beach	24,810	31,810
Redwood City	47,000	120,712
Richmond	54,072	65,715
Riverside	311,531	332,640
Sacramento	1,551,360	292,742
San Bernardino	818,682	697,215
San Diego	1,329,801	1,289,712
San Francisco	3,478,843	6,358,729
San Gabriel	44,350	89,650
San Jose	222,210	323,560
San Leandro	116,325	88,925
San Mateo	78,425	125,680
San Rafael	17,925	28,800
Santa Ana	92,840	118,750
Santa Barbara	1,000,431	216,308
Santa Cruz	41,440	42,675
Santa Monica	266,150	469,190
South Gate	57,725	100,625
Stockton	163,347	242,285
Torrance	25,435	98,905
Vallejo	18,567	7,308
Venice	172,040	211,100
Ventura	135,560	69,686
Vernon	63,690	45,750
Whittier	29,815	60,915
Total	$28,459,348	$30,001,442
ARIZONA		
Phoenix	$ 227,867	
Tucson	83,250	
Total	$ 311,117	
IDAHO		
Boise	$ 52,754	
Lewiston	54,500	
Nampa	11,010	
Twin Falls	3,400	
Total	$ 121,664	$ 54,903
NEVADA		
Reno	$ 22,200	$ 31,070
OREGON		
Astoria	$ 29,720	$ 121,130
Eugene	187,000	88,150
Klamath Falls	109,430	48,173
La Grande	12,340	12,680
Medford	57,780	41,125
Portland	3,121,195	2,118,340
Salem	79,550	31,200
Total	$ 3,597,015	$ 2,460,798
UTAH		
Logan	$ 23,500	$ 12,500
Ogden	619,385	168,800
Provo	20,000	36,000
Salt Lake City	259,510	332,354
Total	$ 922,395	$ 544,654
WASHINGTON		
Aberdeen	$ 79,426	$ 51,080
Bellingham	73,889	72,853
Everett	49,550	28,973
Hoquiam	35,110	19,810
Longview	100,693	201,783
Seattle	1,452,840	1,902,415
Spokane	271,070	158,475
Tacoma	729,860	482,750
Vancouver	18,030	34,417
Walla Walla	8,840	2,915
Yakima	48,230	38,180

Los Angeles, Cal.
TIMES
DEC 13 1925

CITY IDEAL AS HOME CENTER

Planners Cite Recognition by World

Art Jury Told of Inquiries Received

Los Angeles Famous for Its Many Parks

That Los Angeles is recognized throughout the world as a city of ideal residences was the declaration of Hugh R. Pomeroy, head of the Regional Planning Commission, and of Gordon Whitnall of the City Planning Commission, at the annual meeting of the Palos art jury.

Inquiries pour in from every State in the Union and from many foreign countries, these men declared, seeking inspiration and practical advice in the planning of residence parks. Thus the high type of Southern California's suburb communities, as exemplified by Palos Verdes Estates, is exerting an influence around the world and is fixing Los Angeles in world consciousness as the center of ideal homes.

"We have recently received communications and been paid personal visits from representatives of cities as far away as Melbourne, Australia, and the Federated Malay States," declared Mr. Pomeroy. "Cities in practically every State in the Union have either sent men here to study the wonderful subdivisions of Southern California or have requested facts, statistics and maps of our residence communities.

"Invariably we refer them to Palos Verdes Estates as among the residence projects which come nearest to the ideal home community. Here at Palos Verdes you have been unhampered in your development. In many other areas limitations are placed upon those who plan the tract by roads, railroads and other factors already es-

PEOPLE WHO THINK

A PA ... to Road Pla ...

NEW ARTERY FROM VALLEY TO SEA SEEN

Highland Avenue Association to Further Plan for Completion of Boulevard Through Hills

Immediate action on the cutting of a wide thoroughfare through the Baldwin Hills as another link toward the completion of the San Fernando Valley-to-the-sea chain along Highland avenue is sought by the Greater Highland Boulevard Association which has been spurred on by the announcement that the new concrete-paved Cahuenga Pass Highway will be opened by the first of next year.

Announcement that the twenty communities along the proposed route are concentrating their effort on the Baldwin Hills sector was made yesterday at Inglewood by Earl Porter, secretary of the association and of the Inglewood Chamber of Commerce.

Added impetus was given the movement also by the announcement of civic leaders at Hawthorne that they will aid in the development further to the north as well as in their own area. The present era of increased activity in Haw-

LOS ANGELES, CAL., EXPRESS
DECEMBER 14, 1925

LEWIS CREDITORS HEAR BANKRUPTCY APPRAISAL REPORT

E. G. LEWIS

E. G. Lewis, $10,000,000 bankrupt promoter of the Atascadero estates, today through his attorney, Paul E. Younkin, filed a petition for discharge with Earl E. Moss, referee in bankruptcy. Decision on the petition was postponed to allow Attorney O. W. Willett, representing the majority creditors, to take a postcard referendum from creditors in order to vote their preference.

A large number of creditors and attorneys representing creditors, trustees and Lewis were present at the hearing today, which was held in Moss' court, 920 Union League Building.

Attorney Younkin explained that the petition of Lewis for discharge merely was a formal matter to relieve him from certain details in which he no longer is interested and to protect him in other matters in which he is engaged. Granting of the petition does not relieve him from any responsibility.

Warren B. Pinney, attorney for the Lewis Palo Verdes project, announced he was prepared to bring suits against Lewis totalling approximately $1,750,000, first to uphold several notes given by Lewis in the underwriting of the Palos Verdes project and, second, to determine the ownership of approximately $300,000 which is now in the Bank of America and which is gradually increasing.

REDONDO BEACH, CAL.
BREEZE—10M
DECEMBER 14, 1925

Los Angeles, Cal.
TIMES
DEC 15 1925

LEWIS CASE CREDITORS VOTE SALE

Disposal of $100,000 in Assets Authorized Among Other Decisions

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Orra W. Monnette, president of the bank, expressed surprise last night when informed of the announced action of the attorney for the trustees.

"I have heard nothing about the filing of any suit," Mr. Monnette said, "and if one is filed it will in no way affect the bank which is interested only as trustees for the estate."

LOS ANGELES, CAL.
CAL. OIL WORLD—22?
DECEMBER 17, 1925

Jergins Down 2450 On Palos Verdes

Long Beach, Dec. 16.—The A. T. Jergins well on the Palos Verdes ranch has reached the 2450 foot level with ample encouragement for going deeper. The formation is entirely different from that of other wells drilled on the huge Palos Verdes ranch and it is in no way affected by their failure.

HOLLYWOOD, CAL., NEWS—1
DECEMBER 16, 1925

PALOS VERDES IS OBJECT OF CLAIM

Homesteaders Squat On Land Sold by S. C. Lewis

Spurred on by a report that the Palos Verdes estate below Redondo was government land and open to homesteading, more than 150 people stormed the office of B. B. Smith, federal land registrar, in the federal building today and sought to file homestead claims.

Where the report originated and who is responsible, is now being investigated by Smith. He said he believed the report to be untrue and refused to receive any claims for land. However, he dispatched a wire to the department of the interior, Washington, and asked for immediate instructions.

Those seeking to file applications declare that the land has never been patented and, being still government property, comes within the homestead laws of the state and gives citizens the right to file claims.

The Palos Verdes estate is now controlled by S. C. Lewis, promoter. Much of it has been on the market for the past two years, a great quantity has been sold by Lewis, and thousands of dollars have been expended by Lewis in developments and improvements.

VISALIA, CAL., TIMES
DECEMBER 18, 1925

TRY TO FILE ON PALOS VERDES LANDS

Southerners Are Advised by Lawyer that Tract Is Open to Entry

(United Press Leased Wire)

LOS ANGELES, Dec. 18.—Scores of men and women flocked to the United States land office here today and attempted to file claims on the Palos Verdes estates, a section of subdivided property between San Pedro and Redondo Beach.

The land rush followed rumors that the lands were open to applicants, despite the fact that a large section of the territory is improved with paved streets and there are houses on some of the lots.

Clarence Routhe, attorney here admitted most of the applicants were his clients. "The land has never been deeded so any one can get title to it after his claim has been perfected under government law," the lawyer declared. B. B. Smith, register at the land office, said:

"The land is not vacant, unappropriated government land, and consequently is not subject to filed claims. I am refusing to take any applications until I hear from Washington, D. C. I wired the federal land office today."

PASADENA, CAL.
STAR-NEWS—14
DECEMBER 18, 1925

BIG PALOS VERDES ESTATE SAID OPEN

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LOS ANGELES, CAL., RECORD
DECEMBER 18, 1925

200 'SQUATTERS' FILE ON BEACH

Declaring they will camp in the marble corridors of the federal building all night, if necessary, more than 200 men and women early today stormed the U. S. land office and attempted to file land claims on the Palos Verdes estates, comprising the hilly peninsula between San Pedro and Redondo Beach.

Rumors that the lands were open to applicants, in spite of the fact that a large part of the land is improved with paved streets, houses and so forth, started at the law office of Clarence Routhe, 32 West Third street.

"The land has never been deeded and anyone can get title to it after his claim has been perfected under government law," Routhe, who admitted most of the applicants were his clients, declared today. Routhe is said to be getting $500 for every title his clients obtain.

"The land is not vacant, unappropriated, government land," stated B. B. Smith, register at the U. S. land office, "and consequently is not subject to filed claims. I am refusing to take any applications until I hear from Washington. I wired them this morning."

Laugh at "Rush"

Officials of the Palos Verdes estates laughed at the thought that their property might not be fully protected as to title.

Donald K. Lawyer, sales manager of the estates, declared that the United States government has fully recognized that title by itself purchasing some of the lands.

Editor of Saturday Night Writes of The Palos Verdes, Once a Wild and Untamed Land, Now Dream Come True

Samuel L. Glover, editor of the Saturday Night, a Los Angeles weekly magazine of charm and culture, had in a recent issue of his paper the following editorial concerning Palos Verdes. He sals:

"Years ago, when I had a cottage at Redondo I used to ride horseback over the Palos Verdes hills, from whose heights a glorious view of the city is attainable. It was wild land, with a vengeance then (seemingly impossible of ever taming. But in California it is customary to do the impossible, as I discovered last Saturday when, after two decades, I found myself again on those lofty ridges, bowling over perfectly macadamized roads in an automobile. What a change had been effected in the intervening years! The transformation process, the work of the master builders of the Palos Verdes estates, with the world-famous landscape architect, Frederick Law ural scenic charms can hardly be recalled in the state.

SAN DIEGO, CAL., TRIBUNE
DECEMBER 15, 1925

HOLD PROMOTER FOR SECOND LAND DEAL

Associated Press

LOS ANGELES, Dec. 15.—E. G. Lewis, promoter of Atascadero, through his personal attorney, Paul Younkin, has filed a petition before Referee Earl Moss asking that he be discharged from bankruptcy. The petition sets forth that Lewis had turned over all funds and properties of the estates to the trustees.

Oscar L. Willett, attorney for the majority creditors of the properties, stated that it was his belief that [illegible] ones to determine if it was a "joint venture" entered into by Lewis and the creditors and had no connection with the present bankruptcy proceedings.

Willett said he would oppose the suit on the ground that it involved usury.

POMONA, CAL., PROGRESS
DECEMBER 18, 1925

Rumor Launches New 'Land Rush'

By United Press Leased Wire.

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The land rush followed rumors that the lands were open to applicants, despite the fact that a large section of the terrritory is improved with paved streets and there are houses on some of the lots.

ALHAMBRA, CAL., POST-ADVOCATE—8
DECEMBER 18, 1925

Try to File Homestead Claims on Palos Verdes

(By Associated Press)

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Where the report originated and who is responsible, is now being investigated by Smith. He said he believed the report to be untrue and refused to receive any claims for land. However, he dispatched a wire to the department of the interior, Washington, and asked for immediate instructions.

Those seeking to file applications declare that the land has never been patented and being still government property comes within the homestead laws of the state and gives citizens the right to file claims.

The Palos Verdes estate is now controlled by S. C. Lewis, promoter. Much of it has been on the market for the past two years, a great quantity has been sold by Lewis and thousands of dollars have been expended by Lewis in development and improvement.

LOS ANGELES, CAL., EXPRESS
DECEMBER 18, 1925

PALOS VERDES LAND RUSH ON

But Government Registrar Blasts Hopes; Rumor Proves False

Erroneous reports that the Palos Verdes estates below Redondo was government land and open to homesteading caused a rush today on the office of B. B. Smith, federal land registrar. Twenty-one persons filed for 160 acres each before 10 o'clock this morning.

Donald K. Lawyer, sales manager of the Palos Verdes Project, the company which owns the land, said that there absolutely was nothing to the report, and that as a matter of fact the government has purchased several pieces of land on the estate for a lighthouse site and naval observation points.

Reports were to the effect that A. C. Routhe, an attorney, started the report that there was a flaw in the government patent. Lawyer declared that there never had been a patent, inasmuch as the 40,000 acres comprising the estate was originally a Spanish land grant.

Smith immediately sent a wire to Washington when the rush on his office began, in an effort to learn whether there was anything wrong with the title to the land.

Similar reports that certain land projects were open to homesteading have caused rushes in other parts of the state. Only recently there was a rush on the land office to file claims on land in Kern county, following the report that a great stretch of land was open to homesteaders.

The original report that spread in Los Angeles was to the effect that when the patent to the Palos Verdes estates was granted there was a flaw in it and that it would not stand up in the courts.

GLENDALE, CAL., NEWS—
DECEMBER 18, 1925

START LAND RUSH

LOS ANGELES, Dec. 18.—Scores of persons besieged the United States land office today, in order that they might file homestead applications on lands in Hollywood Hills, northwest of Beverly Hills, and in Palos Verdes Hills, near the harbor. The crowd held the common contention that the land had never been patented and that no record of legal grant from the Mexican government to the United States existed.

SAN PEDRO, CAL., NEWS
DECEMBER 18, 1925

150 PEOPLE STORM REGISTRAR, SEEK HOMESTEADS HERE

LOS ANGELES, Dec. 18 (AP)—Spurred on by a report that the Palos Verdes estate below Redondo was government land and open to homesteading, more than 150 people stormed the office of B. B. Smith, federal land registrar in the federal building today and sought to file homestead claims.

SAN PEDRO, CAL., PILOT
DECEMBER 10, 1925

LOS ANGELES, CAL., EXAMINER
DECEMBER 18, 1925

'LAND BUBBLE' SEEN IN RUSH TO FILE CLAIMS

300 Seeking Homesteads on Big Palos Verde Tract Between Redondo and San Pedro

Federal and county grand jury investigations into the sudden rush to file homestead claims on the Rancho Los Palos Verdes and other lands lying between Redondo and San Pedro will probably be made, it was announced yesterday.

Fully 300 homestead applicants had crowded into the offices of United States Land Register Brainerd B. Smith with demands that he accept fees for homestead applications on the lands asserted to be "open to entry."

The weary land official, who has weathered half a dozen similar "stampedes," told the applicants to wait until he had received official word from the General Land Office at Washington.

SPRY GIVES ADVICE

Commissioner Spry of the General Land Office late in the day advised Register Smith to receive all applications, and then to officially deny them. In this way appeals can be taken from the rejection order, and final action taken by the Department of the Interior.

By the time the office closed, virtually all of the land between Redondo and San Pedro had been "homesteaded."

According to the land officials, the "promotion" scheme is one of many which have cropped up within recent years, in none of which the prospective land owners have been successful.

$3200 FEES OFFERED

The applicants yesterday, who poured $3200 into the land office till in fees, at the rate of $16 for every 160 acres, stated that "they had been informed" that the Palos Verdes land was not included in an original Spanish grant, and that it had "just been discovered," that the land was Government land, thereby open to entry.

In most instances the "discoverers" of the land bonanza were said to have collected fees for "tipping off" their clients to the El Dorado. In all cases, it was stated, the promoters were to have one-tenth of the land, or one-tenth the cash value of the land when final patents were obtained.

NEW ROAD TO OPEN SOON

EARLY in May next year the new road circling the southern slope of the Palos Verdes hills will open the most wonderful scenic section of roadway in the Southland, rivaling that of Western avenue in the hill section, and for marine views surpassing it. The eight miles from Miraleste to Portuguese Bend, circling the southeastern tip of the range will furnish a panorama not surpassed anywhere and nowhere else can the eye sweep such a vast range of attractive territory as in this comparatively short trip. Inlanders will be particularly delighted with the color effects as seen from the western side, and those who have enjoyed a preview at the expense of a hike are enthusiastic over its wonders. The wide expanse of sea and sky, relieved by the dashing waves of a long coast line, with the channel islands for a background furnish color for a picture of beauty in which a clear sky reflects the tranquil turquoise of the sea that bathes the playground of the world.

This road will add at once a stream of travel already growing so rapidly on Western avenue, that it will soon easily become the most famous of Southern California's famous drives.

LOS ANGELES, CAL., HERALD
DECEMBER 19, 1925

STATEMENT ON LAND FILING RUSH GIVEN

Palos Verdes Sales Head Cites Irvine Decision in Homesteading Attempts

Following attempts by approximately 300 persons to file homestead claims on the Palos Verdes estates and other locations near Los Angeles on the grounds that these lands were originally Spanish grants and that government filings had never been made, a statement on the matter was issued today by Donald K. Lawyer, sales manager of the Palos Verdes estates.

The statement was:

"The situation has been brought to light by the attempted filing by approximately 300 people of homestead claims on the Palos Verdes estates, which is of some importance both to the general public and to the welfare of the communities of Southern California.

CITES DECISION

"Several people, apparently under the guidance of some one individual, attempted to file homestead claims on the Palos Verdes Rancho under the assumption that it had at one time been government land and no such filing had ever been done. It is a similar case to the filing that was done approximately three years ago on the Irvine ranch between here and San Diego, on which the final decision was returned about three weeks ago disallowing all these claims and giving title to the present owners of the Irvine ranch.

"The title companies have investigated the title of all Spanish grant property and have issued certificates and guarantees of title covering such land. There is no question about the validity of any such titles. Such Spanish grants embrace practically all of the land in Southern California, and titles thereunder have been passed upon time and again during the history of California, and in transactions involving millions of dollars. The papers of last week reported a similar filing near Bakersfield.

"California will suffer if such practices are allowed to continue and the faith of the country in the validity and strength of California titles is so flagrantly and systematically brought in question. It is a matter of grave concern to all and I firmly believe that the authorities should investigate into the matter thoroughly for the purpose of stopping such practices.

SOUND TITLES

"According to the best authorities on land titles and the government land office here, all of which is substantiated by the recent ruling of the Irvine ranch case, the title to any land coming under a Spanish grant is perfectly sound. As an example, I am informed that the land on which much of the cities of San Pedro and Long Beach and the Los Angeles harbor are now located was originally included in the same grant that includes Palos Verdes estates.

"It is absurd to suppose that the titles to all the homes, office buildings, rich oil fields and agricultural lands in Southern California can

LOS ANGELES, CAL., EXPRESS
DECEMBER 9, 1925

MAY PROBE RUSH TO FILE ON LAND OF PALOS VERDES

Investigation by the federal grand jury probably will be launched to learn the source of the stampede on the land office to file on the land of the Rancho Los Palos Verdes, it was stated today by B. B. Smith, register of lands.

For several hectic hours yesterday more than 200 men and women stormed the office for the purpose of filing on the valuable property. On advice of William Spry, commissioner of the land office in Washington, Smith accepted and rejected all applications. This will give the would-be homesteaders an opportunity to appeal.

"This is simply another land bubble," explained Smith. "The land was allocated under a Spanish grant and Spanish grants have been held valid by every court in the United States."

REDONDO BEACH, CAL., BREEZE—15c
DECEMBER 18, 1925

Wildcat Wells in Palos Verdes Hills Are Down Deep

The Petroleum Securities Company is past 4000 feet in its wildcat well at Palos Verdes, according to field reports. The well was tied up with a prolonged fishing job for some time, but finally extracted the pipe and resumed drilling.

The A. T. Jergins wildcat, also drilling near Palos Verdes hills, is nearly 3000 feet deep. This well was also delayed for several weeks, trying to sidetrack a bit in the bottom of the hole.

EL PASO, TEX., HERALD—
DECEMBER 19, 1925

Homesteaders Rush Land Office Filing On Las Angeles Rancho

LOS ANGELES, Calif., Dec. 19 (AP).—Virtually all of the land between Redondo and San Pedro was "homesteaded" today during a "run" on the United States land office.

For six hours fully 300 men and women stormed the office demanding that officials accept fees for homestead applications on the land comprising Rancho Los Palos Verdes, whose title dates back to a Spanish land grant.

Finally filing fees of $16 each were accepted, each acceptance being followed by a rejection of the application so that the land seekers could appeal to the general land office at Washington.

Officials said that an investigation of the "why and wherefore" of the sudden homestead rush would be made.

LOS ANGELES, CAL.,
COMMERCIAL NEWS
DECEMBER 19, 1925

Santa Fe R. R. Plats 155 Acre Tract In L. A. Harbor Industrial District

GREAT HAWTHORNE SITE WAITING TIDEWATER CONNECTIONS—TO BE OPENED

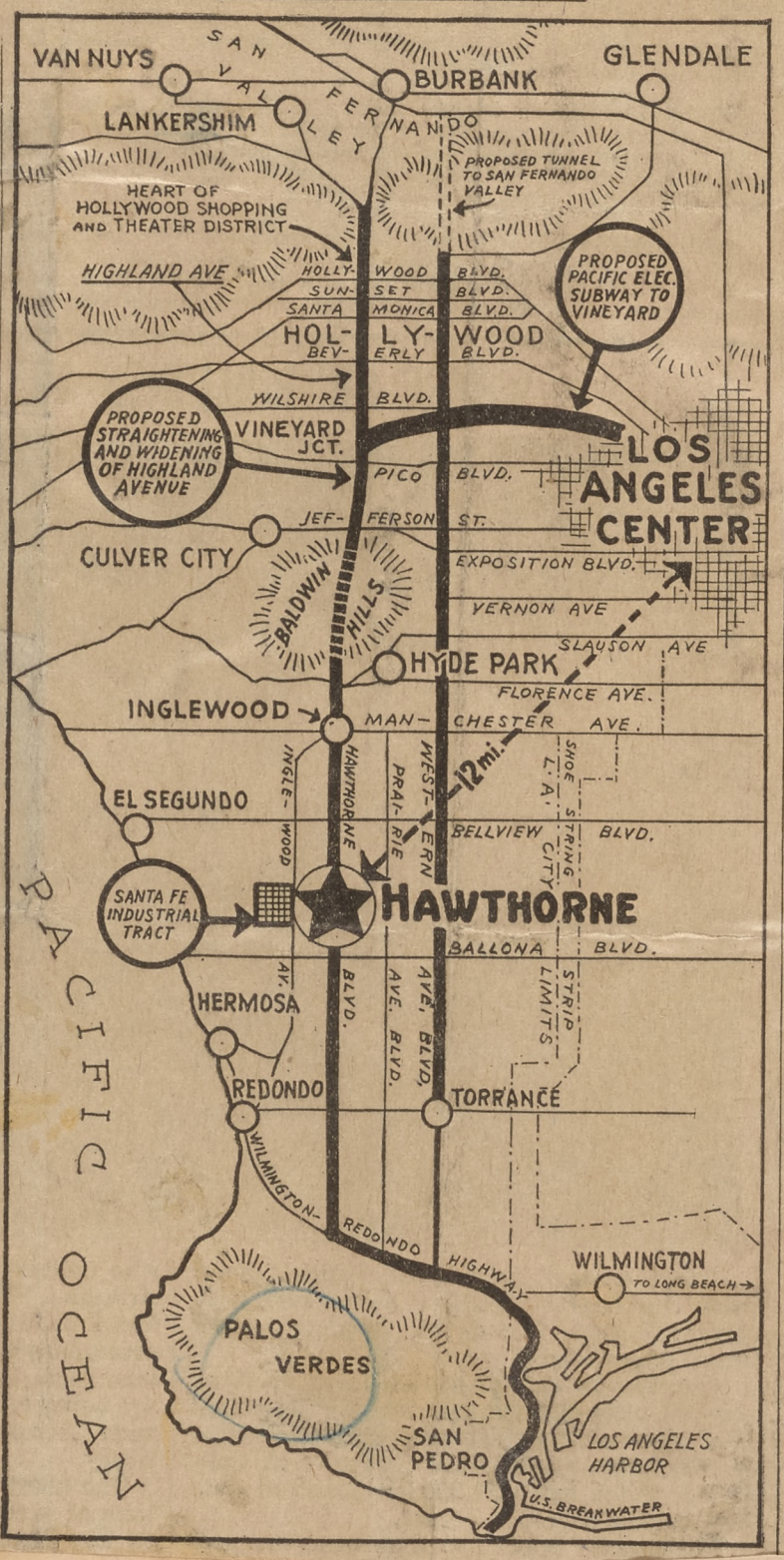
Almost simultaneously with the announcement that negotiations between the Santa Fe Railroad and the Los Angeles Board of Harbor Commissioners have reached a point where agreement seems likely on the railroad's extension of its line to the harbor, it has just been revealed that the Santa Fe is contemplating immediate development of its 155-acre industrial tract just west of Hawthorne in the Centinela Valley.

Official confirmation was given by the Santa Fe officials to the report that the tract, which is approximately thirteen miles from the center of Los Angeles, has been platted by the road's engineers and that preliminary plans have been made for the construction of spur tracks and paved streets. Arrangements are well under way, it was announced, to provide proper sewer and water facilities through connection with the El Segundo system.

The tract was acquired by the Western Improvement Company, a subsidiary of the Santa Fe, several years ago and has been held for development until such time as direct tidewater connection with the Los Angeles Harbor could be made. It is deemed virtually certain that that condition will be brought about early next year, according to the opinions of Santa Fe officials and members of the Harbor Commission.

Estimates by the industrial department of the railroad, it is announced, reveal that accommodations are available on the tract for more than a score of large plants with each provided with direct spur trackage and street frontage.

Based on surveys made by the research department of the railroad and by the Eberle & Riggleman Economic Service, estimates have been made to show that Los Angeles will grow more rapidly in industry in the next decade than ever



LOCATION LINES UP WITH PROSPECTIVE AND PROPOSED TRAFFIC LANES

The Santa Fe tract is so located that it has direct connection with the harbor shipping facilities at such time as the Santa Fe line is completed and also with Los Angeles and El Segundo. It also is expected to be an important factor in the development of western Los Angeles and Hollywood since, when Highland Boulevard is extended through the Baldwin Hills as planned, it will be in direct touch with that area and the San Fernando Valley. The proposed boulevard will lead from the valley through the heart of Hollywood's commercial and shipping sections, through Hawthorne to the ocean.

According to the Santa Fe officials, one consideration in making the decisions to develop the tract was the south and westward trend of population in Los Angeles County. The fact that property prices and rentals in the Hawthorne district have not reached a high fgure, they point out, makes it possible for workers in industrial plants to obtain dwellings near the plants at a reasonable cost.

The southward growth has reached a point, it is felt by the road's industrial department, where the industrial tract should be developed before the residence property values mount too high. The present activity at Hawthorne, it is pointed out, is indicative of increase in property values in that area soon.

It is estimated by Santa Fe engineers that the tract can be completed for industrial purposes within eighteen months as main line trackage immediately adjoins the property at a point known as Wiseburn station. There is ample rooms for switching yards, the engineers show on their plat. and the level ground is adaptable to factory building without grading or extra excavating.

PEDRO, CAL. NEWS
DECEMBER 10, 1925

HUNDREDS WERE DISAPPOINTED BY FALSE TALK

Filings on land between Sa Pedro and Redondo, lying for th most part in the Palos Verde estate and also in the holding of several large property owner tracing their titles back to th old Spanish grants, are doome to failure, in the belief of Unite States officials and the realty in terests involved, it was reporte today.

Homesteaders who besieged th federal land office in Los Angele yesterday for six hours unt their applications and filing fe were accepted under protect fac a possible wait of three year as was the case with filings o the Irvine ranch. Donald I Lawyer, sales manager of tht Palos Verdes estate, issued n statement as follows:

"It is a similar case to th filing that was made approximate ly three years ago on the Irvin ranch between here and Sa Diego," he said.

"The title companies have in vestigated the title of all Spanish grant property and have issued certificates and guarantees of title covering such land. There is no question about the validity of any such titles.

"Such Spanish grants embrace practically all of the land in Southern California and titles thereunder have been passed time and again during the history of California and in transactions involving millions of dollars.

"It is absurd to suppose that the titles to all homes, office buildings, rich oil field and agricultural lands in Southern California can at this time be upset and the property thrown open for filing."

Land Registrar Brainerd B. Smith corroborated Lawyer, and only allowed the applications to be taken so that William Spry, land commissioner in Washington, may receive appeals on the subsequent rejections. All courts hold the old grants 75 years ago absolutely valid, it is declared.

LOS ANGELES, CAL., HERALD
DECEMBER 19, 1925

PALOS VERDES ESTATES IDEAL FOR CHILDREN, CLAIM

Palos Verdes is an ideal community for children. This is the overwhelming opinion of more than 2000 owners of estates and lots in this seaside subsurb, as expressed in answers to a questionnarie recently sent out by Don Lawyer, sales manager of the project.

Mr. Lawyer's questionnaire asked the Palos Verdes homesite owners to state briefly the impelling reasons why they bought property there. Out of 3000 letters sent out, approximately 2000 responded. Among this number 85 per cent mentioned the desirability of the Palos Verdes community as a place for bringing up childredn and 60 per cent placed this feature foremost.

"I want my children to develop strong, wholesome characters," one of the letters ran, "and there is no better way to accomplish this than to instill in them a love for outdoor life and an appreciation of nature. I want them to learn to enjoy swimming, riding, tramping and other outdoor sports so keenly that the bright lights of the city will have less appeal for them when they grow up. I want them to grow up among flowers and trees and beautiful architure. Only people who learned in childhood to love the sea or mountains can get the most out of them in later life.

"At Palos Verdes all the elements of outdoor life are found at their best. There are coves and cliffs and stretches of sandy beach. There are hills to climb and canyons to explore. I expect my children to be better men and women because of Palos Verdes."

The unusual restrictions on Palos Verdes property, the careful planning, the abundance of parks and parkway boulevards and the close co-operation of the Palos Verdes art jury were prominent points mentioned in the letters. When the man of family answered the letter he invariably mentioned the careful financing of the project, which insured the completion of a $9,000,000 utility program.

"Palos Verdes is laid out so that a home-owner's view can never be obstructed," said Sales Manager Lawyer. "This is accomplished by laying out the streets and boulevards to take advantage of the nature contour of the rolling hills. Restrictions are such that one's neighbor never can erect an unsightly structure to depreciate surrounding property. Even the window signs on a merchant's store in the business district must be passed upon by an art jury and no billboards are allowed anywhere on the property."

LOS ANGELES, CAL.,
COMMERCIAL NEWS
DECEMBER 19, 1925

CAHUENGA PASS OPENING TO PUSH HIGHLAND PLAN

Spurred on by the announcement that the new concrete-paved Cahuenga Pass highway will be opened by the first of next year, thus forging another link into the San Fernando Valley-to-the-sea chain along Highland Avenue, the Greater Boulevard Association is seeking immediate action in cutting of a wide thoroughfare through the Baldwin Hills.

Announcement that the twenty communities along the proposed route are concentrating their effort on the Baldwin Hills sector was made at Inglewood by Earl Porter, secretary of the association and of the Inglewood Chamber of Commerce.

Added impetus was given the movement also by the announcement of civic leaders at Hawthorne that they will aid in the developmnt farther to the north as well as in their own areas. The present era of increased activity in Hawthorne, they say, is indicative of the importance of the Greater Highland Boulevard plan, which is looked upon as one of the most vital traffic artery projects in Los Angeles County.

One of Longest Highways

Hawthorne now has a boulevard 170 feet wide which will be linked into the new north and south artery, to be one of the longest main highways in the county.

"There is no doubt in our minds but the Greater Highland Boulevard will be one of the most-traveled roads in Southern California," said Secretary Porter. "It will have the enormous traffic from San Fernando Valley to the harbor as well as the traffic to and from the southern districts into the great shopping and theatrical district of Hollywood.

"That district centers at Highland Avenue and Hollywood Boulevard and its importance is shown by the fact that $10,000,000 in new hotels and theaters will soon be added within a couple of blocks west of that intersection.

Attracting Population

"Inglewood and Hawthorne are growing faster now than at any previous period in their history. It will not be another decade before Greater Highland Boulevard will be solidly built up from Hollywood clear to Palos Verdes. The movement of population south and west in Los Angeles means that a wide, well-paved Highland Avenue will be as vital to the public's welfare as Sunset Boulevard is today."

LOS ANGELES, CAL.
ILLUSTRATED DAILY NEWS
DECEMBER 19, 1925

Crowds Jam Land Office Here

—Vanderbilt Photo.

EARLY MOVIES OUTDONE—A regular old-time melodrama was staged at the Federal Land office yesterday when excited persons sought to file claims for homestead on the Palos Verdes estate, claiming that the property is government land and open for filing. The district attorney's office is investigating the reports of a rush.

Los Angeles, Cal.

HOMESTEADERS STAGE RUSH

Applications Filed on Rancho Los Palos Verdes Obtained Under Spanish Grant

Several hundred wild-eyed men and women early yesterday morning stormed the United States Land Office with the fervid intention of filing homestead entries on the Rancho Los Palos Verdes, extending from Redondo Beach to Los Angeles Harbor, and when Brainerd B. Smith, register, refused to accept their money and applications because the records of his office showed the land sought was properly allocated under a Spanish grant dating back seventy-five odd years, they deposited themselves on benches, chairs, on the floor and in the corridors of the hall and declined to budge.

For six hours the siege held on and then Register Smith, acting upon telegraphic instruction from William Spry, commissioner of the Land Office in Washington, yielded to the press of the moment and compromised by accepting the applications and the filing fees of $16 each and then rejecting them so that the land-seekers would have an opportunity to appeal to Washington from his decision.

APPLICANTS WARNED

"Spanish grants have been held valid by every court in the United States," Register Smith ejaculated as the applicants swarmed about him waving papers in one hand and money in the other, "and it'll snow six feet deep in Los Angeles before your applications prove of value."

The bulk of the territory sought by the embryo homesteaders includes the Palos Verdes Estates holdings. Dozens of fine homes costing upward of thousands of dollars have been constructed in the vicinity, with boulevards piercing it from all directions.

The persons attempting to file claims acted on the assumption that the property had once been government land and no such filing ever had been made, according to Donald K. Lawyer, sales manager of the Palos Verdes project.

"It is a similar case to the filing that was made approximately three years ago on the Irvine Ranch between here and San Diego," he said last night," on which the final decision was returned about three weeks ago disallowing all these claims.

TITLE GUARANTEED

"The title companies have investigated the title of all Spanish grant property and have issued certificates and guarantees of title covering such land. There is no question about the validity of any such titles.

"Such Spanish grants embrace practically all of the land in Southern California and titles thereunder have been passed time and again during the history of California and in transactions involving millions of dollars.

"It is absurd to suppose that the titles to all homes, office buildings, rich oil field and agricultural lands in Southern California can at this time be upset and the property thrown open for filing."

REDLANDS, CAL., FACTS—
DECEMBER 19, 1925

SEEKING TO FILE ON VALUABLE LAND

LOS ANGELES, Dec. 19. — Scores of men and women flocked to the United States Land Office here today and attempted to file claims on the Palos Verdes Estates, a section of subdivided property between San Pedro and Redondo Beach.

The land rush followed rumors that the lands were open to applicants, despite the fact that a large section of the territory is improved with paved streets, and there are houses on some of the lots.

Clarence Routhe, attorney here, admitted most of the applicants were his clients. "The land has never been deeded so anyone can get title to it after his claim has been perfected under government law," the lawyer declared.

B. B. Smith, registrar at the land office, said: "The land is not vacant, unapproved government land, and consequently is not subject to file claims. I am refusing to take any applications until I hear from Washington, D. C. I wired the Federal Land Office today."

ARRESTS LOOM AS MANY START RUSH FOR LEWIS LANDS

As the result of a day at the federal land office during which at least 125 men and women crowded and shoved one another in an attempt to file homstead claims on the famous Palos Verdes estate, involving more than 40,000 acres, indictments were being sought last night by representatives of Los Angeles title and insurance companies against persons alleged responsible for representations that the estate possessed no legal title and was, therefore, open to entry.

ALL-DAY DELUGE

The crowd descended upon the land office immediately on the opening of its doors yesterday and remained throughout the day, refusing to leave and scorning the assurance of B. B. Smith, land commissioner, that applicants were chasing a will-o'-the-wisp. At 2:30 yesterday afternoon, Smith received a telegram from Washington, in response to one he had sent earlier in the day, instructing him to refuse all filings.

Shortly afterward, attorneys for the Title Insurance and Trust Company and the Title & Guarantee Company appeared and urged Assistant United States Attorney J. Edwin Simpson to issue warrants against those said to be responsible for the land rush.

COUNTY TO INVESTIGATE

Simpson, because there was no evidence that the mails had been used to defraud, referred the companies to Buron Fitts, deputy district attorney.

Fitts stated the district attorney's office would make an investigation to determine if anyone in connection with the rush was guilty of obtaining money under false pretenses.

HOLLYWOOD, CAL., NEWS—
DECEMBER 19, 1925

SOURCE OF RUMOR SOUGHT BY JURY

Federal Land Office Stampeded by 200 Seeking Acreage

Investigation by the federal grand jury probably will be launched to learn the source of the stampwede on the land office to file on the land of the Rancho Los Palos Verdes, it was stated today by B. B. Smith, registrar of lands.

For several hours yesterday more thon 200 men and women crowded the office for the purpose of filing on the valuable property. On advice of William Spry, commissioner of the land office in Washington, Smith rejected all applications. This will give the would-be homesteaders an opportunity to appeal.

"This is simply another land bubble," explained Smith. "The land was allocated under a Spanish grant and Spanish grants have been held valid by every court in the United States."

LOS ANGELES, CAL., EXPRESS
DECEMBER 19, 1925

PALOS VERDES' APPEAL IS TOLD

Seaside Suburb Is Ideal for Children, Say Lot Owners

Palos Verdes is an ideal community for children. This is the overwhelming opinion of over 2000 owners of estates and lots in the seaside suburb, as expressed in answers to a questionnaire recently sent out by Don Lawyer, sales manager of the project.

Mr. Lawyer's questionnaire asked the Palos Verdes homesite owners to state briefly the impelling reasons why they bought property at Palos Verdes Estates. Out of over 3000 letters sent out, approximately 2000 responded. Among this number 85 per cent mentioned the desirability of the Palos Verdes community as a place for bringing up children and 60 per cent placed this virtue foremost.

"I want my children to develop strong, wholesome characters," one of the letters ran, "and there is no better way to accomplish this than to instill in them a love for outdoor life and an appreciation of the beautiful in nature. I want them to learn to enjoy swimming, riding, tramping and other outdoor sports so keenly that the bright lights of the city will have less appeal when they grow up. I want them to grow up with flowers and trees and beautiful architecture. Only people who learned in childhood to love the sea or mountains can get the most out of them in later life.

"At Palos Verdes all the elements of outdoor life are found at their best. There are coves and cliffs and stretches of sandy beach. There are hills covered with wild flowers to climb and canyons to explore, views of ocean and valley and mountains that touch the imagination. I expect my children to be better men and women because of Palos Verdes."

ALHAMBRA, CAL., POST-ADVOCATE—S
DECEMBER 19, 1925

MAY PROBE LAND OFFICE STAMPEDE

(By Associated Press)

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GLENDALE, CAL., PRESS—
DECEMBER 19, 1925

GRAND JURY TO LOOK INTO 'LAND BUBBLE'

[By Associated Press]

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LOS ANGELES, CAL., TIMES
DECEMBER 20, 1925

CHILDREN BIG SALES FACTOR

Palos Verdes Manager Finds Buying Motive

Two Thousand Owners Answer Questionnaire

Give Reasons for Purchases in Subdivision

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The unusual restrictions on Palos Verdes property, the careful planning, the abundance of parks and parkway boulevards, and the close co-operation of the renowned Palos Verdes art jury were prominent points mentioned in the letters. When the man of the family answered the letter he invariably mentioned the careful financing of the project, which insured the completion of a $9,000,000 utility program.

EL PASO, TEXAS, TIMES—
DECEMBER 20, 1925

300 Seek Homestead Rights on Old Rancho

Los Angeles, Calif., Dec. 19 (AP).—Virtually all of the land between Redondo and San Pedro was "homesteaded" today during a "run" on the United States land office.

For six hours fully 300 men and women stormed the office demanding that officials accept fees for homestead applications on the land comprising Rancho Los Palos Verdes, whose title dates back to a Spanish land grant.

Finally filing fees of $16 each were accepted, each acceptance being followed by a rejection of the application so that the land seekers could appeal to the general land office at Washington.

Officials said that an investigation of the "why and wherefore" of the sudden homestead rush would be made.

LOS ANGELES, CAL., TIMES
DECEMBER 20, 1925

CAHUENGA PLAN AID TO HIGHLAND

Pass Highway Opening Seen as Boulevard Boon

Baldwin Hills Cut Sought at Earliest Possible Time

Hawthorne Help Offered to North End of Road

Spurred on by the announcement that the new concrete-paved Cahuenga Pass highway will be opened by the first of the next year, thus forging another link into the San Fernando Valley-to-the-sea chain along Highland avenue, the Greater Highland Boulevard Association is seeking immediate action in cutting of a wide thoroughfare through the Baldwin Hills.

Announcement that the twenty communities along the proposed route are concentrating their effort on the Baldwin Hills sector was made yesterday at Inglewood by Earl Porter, secretary of the association and of the Inglewood Chamber of Commerce.

Civic leader at Hawthorne announced that they will aid in the development farther to the north as well as in their own area. The present era of increased activity in Hawthorne, they say, is indicative of the importance of the Greater Highland Boulevard plan, which is looked upon as one of the most vital traffic-artery projects in Los Angeles county.

Hawthorne now has a boulevard 170 feet wide, which will be linked into the new north-and-south artery, to be one of the longest main highways in the county.

"There is no doubt in our minds but the Greater Highland Boulevard will be one of the most traveled roads in Southern California," said Secretary Porter. "It will have the enormous traffic from San Fernando Valley to the harbor as well as the traffic to and from the southern districts into the great shopping and theatrical district of Hollywood.

"Inglewood and Hawthorne are growing faster now than at any previous period in their history. It will not be another decade before Greater Highland Boulevard will be solidly built up from Hollywood to Palos Verdes. The movement of population south and west in Los Angeles means that a wide, well-paved Highland avenue will be as vital to the public's welfare as Sunset Boulevard is today."

Secretary Porter pointed out also that the industrial development of Inglewood and Hawthorne, as well as the commercial growth in Hollywood, means that the new valley-to-sea highway will be as beneficial to business vehicles as to pleasure.

FIVE-STORY HOTEL

ARE DEFEATED

Palos Verdes Manager Lays Blame in Effort to File Homestead Claims

The recent rush by homesteaders at the United States land office to file claims on the Palos Verdes estates has brought to light many similar land rushes in California, according to Donald K. Lawyer, sales manager of the Palos Verdes Company.

Most of the rushes were on land which had been given by Spanish grants. Three years ago there was a rush to locate on the Irvine ranch between Los Angeles and San Diego. About three weeks ago the federal court returned its final decision disallowing all claims and gave title to the present owners of the ranch.

STATEMENT MADE

Practically all of the rushes were started on Spanish grants.

Lawyer, in his statement today, said:

"California will suffer if such practices are allowed to continue and the faith of the country in the validity and strength of California titles is so flagrantly brought in question. The present epidemic of filing, I am convinced, is brought about by an individual or a group of individuals who, for their own gain, are telling people that the titles are not good and that by filing a homestead claim they can get valuable land for nothing, except the fee that is paid to the promoter.

TITLES INVESTIGATED

"Several persons, apparently under the guidance of some one individual, attempted to file claims on the Palos Verdes ranch, under the assumption that it had at one time been government land and no such filing had ever been done.

"The title companies have investigated the title of all Spanish grant property and have issued certificates of title covering such land. The land on which much of the cities of San Pedro and Long Beach are located was originally included in the same grant that includes Palos Verdes estates."

LOS ANGELES, CAL., EXAMINER
DECEMBER 20, 1925

PALOS VERDES TITLES BACKED

"According to the best authorities on land titles and the United States land office, substantiated by the recent ruling in the Irvine ranch case, the title to any land coming under a Spanish grant is sound," Donald K. Lawyer, sales manager of the Palos Verdes Estates, said yesterday in reference to the attempts of 300 persons to file homestead claims on the Palos Verdes property. The claims filed three years ago on the Irvine ranch between here and San Diego were one the same theory. The courts have disallowed these claims, Mr. Lawyer pointed out.

"The land on which much of the cities of San Pedro and Long Beach and Los Angeles Harbor are located was included in the same grant as that of the Palos Verdes Estates. It is absurd to suppose that the titles to all the homes, office buildings, oil fields and agricultural lands in California can be upset and property thrown open to filing. The title companies have investigated the titles of all Spanish grant property and have issued certificates and guarantees of title covering such land.

"California will suffer if such practices as this are allowed to continue and the faith of the country in the validity and strength of California titles is so flagrantly and systematically brought in question. It is a matter of grave concern to all and I firmly believe that the authorities should investigate the matter thoroughly for the purpose of putting a stop to such practices."

LOS ANGEL
ILLUSTRATED DAILY NEWS
DECEMBER 20, 1925

PROBE STARTED IN 'LAND RUSH' ON PALOS VERDES

Deputy sheriffs under the direction of Chief Deputy District Attorney Buron R. Fitts yesterday began an investigation into the circumstances surrounding the sensational "land rush" at the Federal Building Friday, and which continued yesterday, when 24 new homestead filings on the famous Palos Verdes estate were presented.

"We will know the facts Monday," Fitts stated. "We want to know if these men and women, numbering about 200, paid anyone for alleged information that the Palos Verdes estate titles were not genuine, and therefore open to homesteading. Arrests on charges of obtaining money under false pretenses will follow if we determine that misrepresentations have been made."

Brainerd B. Smith, land office commissioner, said yesterday that there is no law to prevent anyone from filing a claim on any land in the United States, no matter in whose right the title may be vested.

SAN DIEGO, CAL., SUN—
DECEMBER 21, 1925

U. S. TO PROBE TITLE ATTACKS

Recent Rush by Homesteaders Blamed on Shyster Lawyers

(By United News)

LOS ANGELES, Dec. 21.—The U. S. land office announced yesterday that it would instigate an investigation to prevent further attacks on the stability of southern California land titles.

The probe was ordered as the result of mob scenes here last Friday when more than 100 persons stormed the land office to file homestead claims to the Rancho Los Palos Verdes, a valuable subdivision now occupied by fine residences.

Brainerd B. Smith, register of the office, blamed the rush on "shyster" lawyers, whom he suspects of attempting to victimize gullible persons in the belief that title to the rich subdivision is in dispute.

Title to Palos Verdes was originally granted by the Spanish crown to settlers and is legal in all respects, Smith said.

Los Angeles, Cal.
TIMES
DEC 21 1925

MOVE TO END TITLE FORAYS

Two Investigations Result From Land Rush

Postal Officials Plan to Run Down Locators

Register States Shysters Dupe Homesteaders

A far-reaching investigation instigated by Brainerd B. Smith, Register of the United States Land Office, intended to prevent promiscuous onslaughs on the stability of Southern California land titles, many of which originated under ancient grants from the Crown of Spain, will be launched today by United States postal inspectors and the District Attorney's office.

This action is the direct result of the mob scenes last Friday in the Land Office in the Federal Building, when more than 100 would-be homesteaders sought to contest title to the Rancho Los Palos Verdes, between Redondo Beach and Los Angeles Harbor by filing on valuable property now occupied by fine homes.

SUSPECTS SHYSTERS

At the same time he announced an investigation of the forces behind the movement, Register Smith delivered a lashing attack upon "shysters" whom he suspects of victimizing scores of "gullible" persons. In the same breath he likened the recent incident to one that occurred three years ago when the Irvine ranch in Orange county was raided in a similar manner with resultant losses to the hopeful homesteaders of approximately $100,000.

"We must stop these forces who are attacking our titles that are as strong as the Rock of Gibraltar," Register Smith emphasized. "The uselessness of their effort is manifest, but the moral effect elsewhere could easily result in damaging reaction to our marvelous Southland development.

"Titles to Spanish grants were settled in 1862 when the President of the United States sent the Spanish Grant Commission to Los Angeles to investigate and adjudicate the validity of all claims. At that time, more than sixty-three years ago, every foot of ground in this region was apportioned to its proper owner, whether it was the government or an individual.

"Unfortunately, the laws of the country make no provision for an absolute and positive rejection of homestead filings by the register. Various appeals may be made by the contestant until no higher courts exist to pass upon the invalidity of the claim. It is during these processes of law that the harm is created by flim-flamming bunko artists who prey upon the credulity of victims to start future attacks and end in nothing but enormous profit to themselves and loss to the misguided individual."

FACE PROSECUTION

Among the hundred and more persons who filed homestead entries on the Rancho Los Palos Verdes Friday and Saturday were men and women from Yucaipa, Pasadena, San Bernardino, Long Beach, Inglewood, Escondido, Santa Monica, Alhambra, Venice, Santa Barbara, Sherman, Piedmont, Oakland and Los Angeles. Sixteen of them were women and the remainder men.

A list of their names has been supplied the postal inspectors who will check among the individuals to determine whether professional locators were responsible for the mild foray, and if so whether they used the mails to further the scheme. Any evidence of fraud found will result, Federal officials declare, in the requesting of a Federal grand jury indictment.

The District Attorney's office also is checking along fraud lines but their search is for persons obtaining money fraudulently, by misrepresentation or otherwise.

REDONDO BEACH, CAL.,
BREEZE—10c
DECEMBER 21, 1925

TRYING TO HOMESTEAD HILLSIDE

Government Investigating Rush at Land Office to Grab Title

PALOS VERDES LAND

Register Denounces All Who Were Party to This Attempt

Federal officers are probing into the land bubble involving homestead claims on acreage in the Palos Verdes hills, between Redondo and San Pedro. Several hundred applicants crowded into the office of the receiver of the United States land office Friday and Saturday morning seeking to file on the valuable property.

"We must stop these forces that are attacking our titles that are as strong as the Rock of Gibraltar," Register Smith emphasized. "The uselessness of their effort is manifest, but the moral effect elsewhere could easily result in damning reaction to our marvelous Southland development.

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According to the land officials, the "promotion" scheme is one of many which have cropped up within recent years, in none of which the prospective land owners have been successful.

The applicants yesterday, who poured $300 into the land office till in fees, at the rate of $16 for every 160 acres stated that "they had been informed" that the Palos Verdes land was not included in an original Spanish grant, and that it has "just been discovered" that the land was government land, thereby open to entry.

In most instances the "discoverers" of the land bonanza were said to have collected fees for "tipping off" their clients to the El Dorado. In all cases, it was stated, the promoters were to have one-tenth of the land, or one-tenth of the cash value of the land when final patents were obtained.

LOS ANGELES, CAL.,
EXAMINER
DECEMBER 21, 1925

Palos Verdes Outlook Is Very Doubtful

Drilling on the Petroleum Securities Company's L. A. Trust and Savings No. 1 at Palos Verdes has arrived at the 4500 foot mark. At this depth the formation continues in hard sand and as far as showings go the well has had none to date to get excited over. As nothing in the way of top sand showings has as yet been encountered the outlook for a field is extremely doubtful.

LOS ANGELES, CAL.,
ILLUSTRATED DAILY NEWS
DECEMBER 22, 1925

100 QUESTIONED IN VAIN RUSH TO FILE ON PALOS VERDES

Questioning of more than 100 men and women in the "land rush" last Friday and Saturday, when homestead filings were presented to the federal land office here to apply on the Palos Verdes estate, began yesterday following a conference between Land Registrar Brainerd B. Smith and George T. Holman, the latter special investigator for the district attorney of Los Angeles County.

Four new filings were made yesterday, making the total close to 300.

FRAUD HUNT ON

Holman, with the names of the "prospective" homesteaders, spent the day in an attempt to determine if members of the land-hungry horde that descended on the land office were fraudulently influenced in making filings upon property which the commissioner declares has possessed a clear title since the days of Spanish grants.

Deputy District Attorney Buron Fitts issued instructions that the investigation should determine if influencing the land-seekers could be brought under the head of obtaining money under false pretenses.

ATTORNEY TO BE QUIZZED

At least one attorney will be questioned, and all those who participated will be asked to reveal in just what manner they were induced to enter the scheme.

All filings have been rejected under instructions from Washington.

Attorneys for the Title Insurance & Trust Company and the Title Guarantee Company, both of which have insured all titles on the Palos Verdes estate, are aiding in the investigation.

SAN PEDRO, CAL., PILOT
DECEMBER 23, 1925

Launch Probe Into Homestead Filings on Palos Verdes Land

Efforts by postal authorities and the Los Angeles county district attorney's office to find evidence of using the mails or misrepresentation to defraud in the Ranchos Palos Verdes homestead claims case are already being put forth, it was announced Monday. The investigation is the result of the mob scenes last Friday in the land office in the Federal building when more than 100 would-be homesteaders sought to contest title to lots on the Palos Verdes area by filing on valuable property now occupied by fine homes.

The work of shyster lawyers is suspected in the case similar to the one arising from the incident at the Irvine ranch in Orange county three years ago. Titles to Spanish land grants, involved in both incidents, were settled in 1862 when the president sent the Spanish land grant commission to Los Angeles to investigate and adjudicate the value of the claims. At that time every foot of land in this region was apportioned to its proper owner. The laws of the country, however, make no provision for an absolute and positive rejection of homestead filings by the register and many gullible persons become the victims of bunco-artists thereby. In the Irvine ranch case more than $1,000,000 was lost in litigation.

POMONA, CAL., BULLETIN—
DECEMBER 22, 1925

LAND RUSHES OF PAST TOLD IN HOMESTEAD CLAIMS

The recent rush by homesteaders at the United States land office to file claims on the Palos Verdes estates has brought to light many similar land rushes in California, according to Donald K. Lawyer, of the Palos Verdes company.

Most of the rushes were on land which had been given by Spanish grants. Three years ago there was a rush to locate on the Irvine ranch between Los Angeles and San Diego. About three weeks ago the federal court returned its final decision disallowing all claims and gave title to the present owners of the ranch.

Practically all of the rushes were started on Spanish grants.

Lawyer, in his statement yesterday, said:

"California will suffer if such practices are allowed to continue and the faith of the country in the validity and strength of California titles is so flagrantly brought in question. The present epidemic of filing, I am convinced, is brought about by an individual or a group of individuals who, for their own gain, are telling people that the titles are not good and that by filing a homestead claim they can get valuable land for nothing, except the fee that is paid to the promoter.

"Several persons, apparently under the guidance of some one individual, attempted to file claims on the Palos Verdes ranch, under the assumption that it had at one time been government land and no such filing had ever been done.

"The title companies have investigated the title of all Spanish grant property and have issued certificates of title covering such land. The land on which much of the cities of San Pedro and Long Beach are located was originally included in the same grant that includes Palos Verdes estates."

LOS ANGELES, CAL.,
EXAMINER
DECEMBER 22, 1925

OFFICIALS ACT ON LAND RUSH

Promoters of Stampede by 300 to Homestead Redondo Land Hunted by U. S. and County

Representatives of the district attorney's office yesterday conferred with Federal officials regarding the circumstances surrounding the "stampede" staged by 300 prospective homesteaders Saturday to take up valuable land between Redondo Beach and San Pedro. Action will probably be taken by both the Federal and the county grand juries when certain witnesses, who have not yet been questioned, are located, it was stated.

The county investigation is being made under the direction of George P. Holman. He was given a list of half a dozen "homesteaders" and will interview them regarding the promises which land promoters are said to have made them. At the same time postoffice inspectors are attempting to gain possession of certain letters which they believe were sent to prospective settlers through the mail.

"Two attorneys, who are said to have been behind the stampede, will probably be questioned by the Federal and county investigators today."

SANTA MONICA, CAL., OUTLOOK
DECEMBER 22, 1925

Question Persons Seeking to File

(By Associated Press)

LOS ANGELES, Dec. 22.—Every person who sought to file as a homesteader on the Palos Verdes lands will be questioned by an investigator of the district attorney's office, it was decided today by Buron Fitts, chief deputy district attorney. An effort will be made to discover who was responsible for the statement that the land was open to public entry. Federal authorities say the property has had title since 1862. Unless the scheme was promoted through the mails, arrests, if any, will be made by county officers.

SOUTH PASADENA, CAL.
COURIER 210
DECEMBER 22, 1925

A NEW LAND BUBBLE

Several hundred people have rushed to the United States Land Office in this district and submitted filings on lands within the area of the Palos Verdes estate. These filings are based on the claim that title to the land was never conveyed by Spanish grant to private ownership and therefore the title now rests in the United States Government. It would seem that another bunch of gullible people who have been drawn into a scheme which promises them something for nothing, are bound for disillusionment.

They do not take into account that the undisputed occupancy of the land and its use before California became a part of the United States, its transfer from time to time, without contest of title, establish equities which the government will not disturb even if it were shown that the title by Spanish grant were defective.

HOLLYWOOD, CAL., NEWS—
DECEMBER 22, 1925

Homesteaders Are Quizzed by State

Every person who sought to file as a homesteader on the Palos Verdes lands will be questioned by an investigator of the district attorney's office, it was decided today by Buron Fitts, chief deputy district attorney. An effort will be made to discover who was responsible for the statement that the land was open to public entry. Federal authorities say the property has had title since 1862. Unless the scheme was promoted through the mails any arrests, if

LOS ANGELES, CAL., TIMES
DECEMBER 22, 1925

LAND CLAIMS QUIZ STARTS

Federal Charge May Result if Mails Used in Palos Verdes Homeseeker Rush

By sending an investigator to interview all the hopeful beings who filed homestead claims Saturday at the United States Land Office on the Rancho Palos Verdes, Chief Deputy District-Attorney Fitts yesterday started an inquiry to discover who organized the homesteading drive. Criminal proceedings will be brought, he said, if the evidence warrants, not against the filers, who are believed innocent dupes, but against those who induced them to start action. A similar investigation was in progress at the Federal Building, started by Register Smith of the Land Office with the aid of postal inspectors.

Dep. Dist.-Atty Fitts assigned Investigator George Holman to the inquiry, and Holman spent the day getting names and addresses and taking preliminary steps.

According to Register Smith, titles to all the Spanish grant lands have been valid since 1862, but as the law does not permit registers to pass finally on entries, his rejections do not prevent the credulous from trying.

There were only four entries on Rancho Palos Verdes land yesterday, the exposure of the affair in The Times yesterday having stopped, apparently, the expected flood. Many of those who appeared Saturday anxious to file did not return yesterday, and are believed to have given up the idea.

Postoffice Inspector Webster said yesterday he had not yet obtained evidence that the affair was promoted through the mails, and that until he does so no arrests will be made by Federal authorities. It was said the United States government can not move in the matter unless the mail laws have been violated, and any prosecutions will have to be conducted in State courts.

LOS ANGELES, CAL.,
EXAMINER
DECEMBER 23, 1925

Olmsted Will Lead Palos Verdes Singing

Frederick Law Olmsted, landscape architect, who is now a resident of Palos Verdes Estates, will lead the community singing of Christmas carols at the seaside suburb below Redondo on Thursday evening. Residents of the community will gather at the north entrance to the property, dressed in Spanish costumes and bearing candles.

'Sittin' Purty' Now

'RAGS,' who a few weeks ago prowled the alleys in search of a bone, today is seated on the lap of the gods—personified by Frank A. Vanderlip, noted banker.—(International Newsreel photo.)

Pup Bought for $2 Gladdens Heart of Financier

UNTIL a few weeks ago "Rags" didn't have any more home than a jackrabbit.

He was just a tramp pup, without a bone to his name, and his ribs rattled as he prowled along the alleys for a chance turkey leg.

Today, however, "Rags" lives in one of the finest homes in the country and has his choice of a seven-course dinner or a barbecued ox every night.

"Rags," be it known, is now the pet of Frank A. Vanderlip, one of America's foremost bankers, and has the run of his ranch at Palos Verdes.

Mr. Vanderlip found "Rags" in the city pound at San Diego and paid only $2 for him.

When not romping with his dog, Mr. Vanderlip finds a new diversion watching the 200 mules being used on highway work near his ranch. It is said the financier knows almost all the mules by their first names.

Los Angeles, Cal.
TIMES
DEC 23 1925

TO LEAD CAROL SINGING

Frederick Law Olmsted, landscape architect, who is now a resident of Palos Verdes Estates, will lead the community singing of Christmas carols at the seaside suburb below Redondo on Thursday evening. Residents of the community will gather at the north entrance to the property, dressed in Spanish costumes and bearing candles. This custom is widely followed in New England, where Olmsted formerly lived.

LOS ANGELES, CAL., RECORD
DECEMBER 23, 1925

WILL LEAD CAROLS

Frederick Law Olmsted, noted landscape architect, who is now a resident of Palos Verdes estates, will lead the community singing of Christmas carols at the seaside suburb below Redondo on Thursday evening. Residents of the community will gather at the north entrance to the property, dressed in Spanish costumes and bearing candles.

REDONDO BEACH, CAL.,
BREEZE—[illegible]
DECEMBER 23, 1925

Sam Areys to Build Beautiful Home in The Palos Verdes Estates

The more important matters to come before the art jury of Palos Verdes during the past month are as follows:

House for Mr. Sam Arey in Malaga Cove. Design for a plaster exterior and tile roof house on this lot on via la Selva was presented by Contractor C. K. Broneer for Mr. and Mrs. Arey, who expect to build immediately and following a number of suggestions it was arranged that the plans should be resubmitted at the next meeting.

House for the Misses Duke in Malaga Cove. The secretary was authorized to give final approval to this attractive small house of English type with exterior walls of shakes, to be built on via la Selva, near via Jose. Mr. C. E. McFadyen is contractor.

Residence for Mr. Sadler in Malaga Cove. When the finished drawings for this house on via Anita are completed with incorporation of the suggestions made, the secretary was authorized to give final approval.

Residence in Malaga Cove of a house of Mediterranean type with tile roof, to be built on via Media, west of the new school.

Tentative approval was given plans for this fine house on Granvia la Costa near Cloyden road, designed by Architect W. L. Risley, sufficient for taking figures.

House for Mr. Bergstrom in Malaga Cove near via Capay was given final approval.

SAN PEDRO, CAL., PILOT
DECEMBER 23, 1925

Starboard :-: Lights :-:

News that E. L. Doheney is to launch a war to break the monopoly on asphalt used for paving is the first sign of the beginning of a campaign for black base on a competitive basis. The cement manufacturers are organized to promote cement concrete and the asphalt manufacturers are waking up to the fact that as the result of their intensive co-operation they have been putting over white pavement. It was fine sailing for asphalt paving when patented tops showed up in most of the specifications adopted by the old council.

* * *

But district representation wrecked the old paving trust and today comparatively little black pavement is being laid in Los Angeles. Black pavement is economical and when the patent graft is eliminated will come into its own again. But until the manufacturers get through with their fight over royalties and organize on some such plan as the cement makers are organized who is going to do the promotion work?

* * *

The best developments are those upon which the greatest care is taken planning details. It is estimated that it will take nearly two years to complete the work already laid out for the country estate of Frank A. Vanderlip at Portuguese Bend. In preparation for this work the Vanderlip cottage is being remodeled and enlarged as a temporary residence of no small proportion in itself for this section. Roads are being built through the 200-acre estate and trees and shrubbery carefully selected. The estate will be complete with its own dairy, garden and poultry pens. Work has already been started on an electric light plant. Cost is not being considered in the plans. Starting from the beginning on bare land there are no handicaps to delay the work.

* * *

The value of this improvement to San Pedro is inestimable. It means the bare hills of one of the most beautiful sections of Southern California are to be transformed into a modern Spanish hacienda of rare beauty. It will attract others of its kind and almost before we know it that marvelous section will be transformed into one of the beauty spots of the world. There is no other Portuguese Bend. The last is almost always the best and Palos Verdes is destined to be in the years to come one of the greatest developments in all Southern California.

* * *

The value of a trade-at-home spirit to any community is something that few of us realize. It is easy to develop a splendid community spirit, where the citizens are loyal to the home merchants. It is hard to develop this spirit in a town when trade goes out even though all other conditions may be the same with good schools, lodges, churches and other organization upon a community spirit is founded. There is a powerful psychological reason back of this. The business man who sneaks out and patronizes outside business firms defends his action by blaming his home town.

* * *

Rightly or wrongly, the man who trades out of town justifies his disloyalty by putting the blame on the merchants. Thus he unconsciously becomes a knocker in his own mind, even though he may keep his mouth shut. And it is hard to build up a fine community spirit where half the business men in town are knocking the other half. The business men themselves have the key to a solution by insisting upon a business standard for retail merchandising that will promote loyalty rather than discourage it.

Los Angeles, Cal.
TIMES
DEC 23 1925

HOMESTEADING BAN CONFIRMED

Land Office Register Gets Ruling of Sargent

Further Filings Proscribed on Irvine Ranch

Four Reasons Assigned for Action on Property

Official confirmation of Atty.-Gen. Sargent's refusal to grant any further consideration of homestead filings on the Irvine Ranch in Orange county, known as the Rancho Lomas De Santiago, was received yesterday by Brainerd B. Smith, register of the United States Land Office, through the Land Service Bulletin, published under the direction of the Secretary of the Interior as administrative information.

Conclusions of Atty.-Gen. Sargent are founded on four reasons and, "in accordance with the conclusion the Secretary of the Interior directed on November 17, last, that the case be closed."

REASONS GIVEN

The four reasons given are:

"Sound public policy does not require new litigation to disturb the rule of property established in California . . . in the absence of new facts or a showing that the former executive officials were clearly wrong in their action.

"Two previous suits involving the same subject matter and relief were dismissed on appeal to the Supreme Court by two former Attorneys-General. . . .

"The issues are res adjudicata.

"Action is barred by the act of March 3, 1891 (which established titles to Spanish grants.)"

The Land Service Bulletin, in commenting on the various phases of the Irvine Ranch title litigation, which raged for nearly three years, sets forth:

"In October, 1852, the petition of (Theodocia) Yorba (the claimant to the grant in question) with the accompanying evidence of his claim was laid before the United States Board of Land Commissioners for the State of California, by whom the claim was confirmed, and upon appeal by the United States to the United States District Court, that tribunal confirmed the grant. . . ."

ENDS LAST HOPE

The action of Atty.-Gen. Sargent automatically closes all avenues of hope that followers of Ben McLendon relied on when they instituted initial contest against the Irvine Ranch.

Armed with the Attorney-General's decision, and warned that numerous others imbued with the McLendon fever are planning to attack the legality of ownership of several other Spanish grants in Southern California, Register Smith yesterday was preparing a campaign of education among those who questioned the titles to save them and his office useless effort.

Not a hopeful contestant eager to snatch land from the present owners in the Rancho Los Palos Verdes, between Redondo Beach and Los Angeles Harbor, appeared at the Land Office in the Federal Building yesterday to file claims. Several who had filed Friday, Saturday and Monday on this property learned of the fraud investigation being conducted by the District Attorney's office and postal inspectors and intimated over the telephone to Register Smith yesterday that they propose a speedy withdrawal of their applications.

WEDNESDAY MORNIN

HOMESTEADING BAN CONFIRMED

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REDONDO BEACH, CAL.,
DECEMBER 24, 1925

Palos Verdes Folk to Sing Christmas Carols

Frederick Law Olmsted, landscape architect of Palos Verdes Estates, will lead the community singing of Christmas carols at the seaside suburb above Redondo on Thursday evening. Residents of the community will gather at the north entrance to the property, dressed in Spanish costumes and bearing candles.

LOS ANGELES, CAL., LEDGER
DECEMBER 25, 1925

POSSIBLY—

According to the daily pres
office was "stormed last Friday
one hundred and fifty wild-eyed
file homestead claims on the
Verdes, lying between Redond
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against all law, and, as title to
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The truth is that sixty clear-
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from a belief that a clear title
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under the law, must eventually

A whole lot of gush has
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in Orange County. But, it is as
to know a thing or two about t
has never yet been determined
title thereto is no better than it
homesteaders.

To be sure, big business
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LOS ANGELES, CAL.,
EXAMINER
DECEMBER 27, 1925

STREET NAMES TELL HISTORY

No community in Southern California has so carefully selected street names and place names as at Palos Verdes Estates, according to Jay Lawyer, general manager of the project. Like every other phase of the $50,000,000 development at Palos Verdes Estates, the names used to designate the various divisions of the project and of the streets and roads were given the greatest thought, he declared.

"Rancho Los Palos Verdes was originally a Spanish grant," says Mr. Lawyer, "and it was therefore natural that we should give a Spanish flavor to this development. We entrusted this task of selecting names to a group of Spanish scholars. They selected distinctive Spanish names of appropriate meaning for every one of the town sites at Palos Verdes except Margate, which is obviously of English origin.

"In the several Spanish divisions of Altamira, Lunada Bay, Miraleste, Malaga Cove, Montemalaga and Valmonte we have used the following names: Alameda, grove; Alicante, Spanish city; Almar, to the sea; Altamira, high watch tower; Alvarado, governor; Anacapa, island; Anita, ranch; Aromitas, perfumes; Balboa, explorer; Caleta, little cove; Campesina, country; Serritos, little hills; Colorian, linnet; Conejo, rabbit; Paseo La Cresta, the crest; Granvia La Costa, the coast road; Mirabel, sunflower; Nogales, walnut; Pavion, peacock; Puente, bridge; Somante, under the mountain. In all of these cases we have used the term "Via" meaning way instead of the word street or road.

"We have also used a large number of old Spanish family names, such as, Agulir, Amador, Carillo, Castro, Coronel, Espinosa, Estrada, Estudillo, Fernandez, Garcia, Garfias, Gutierrez, Landeta, Loraga, Lorenzo, Lopez, Machado, Moreno, Olivera, Pacheco, Peralta, Rico, Rios, Rivera, Romero, Sanchez, Talamantes and Valdes.

"In the Margate section one could easily imagine he were near London town for at every street corner he is greeted by such names as Apsley, Addison, Chelsea, Chiswick, Cloyden, Dalton, Epping, Hawthorne, Oakley, Thorley Tyburn and Yarmouth. After each of these names the word "road" is affixed.

"The main thoroughfares, which extend throughout the tract, also have a real significance with respect to the project as a whole. Granvia La Coste is the coast road extending from the entrance near Redondo to the entrance near San Pedro. Below this road and still nearer the sea the Paseo Del Mar, and above it is the Paseo La Cresta, and still higher is the Granvia Altamira."

SAN PEDRO, CAL., PILOT
NOVEMBER 27, 1925

WHAT DO WE GET FOR OUR COUNTY TAXES?

ON no similar occasion in the history of San Pedro has her citizens been so thoroughly united as in their opposition to the pipe dream of an amateur engineer, ambitious to rival Goethals and De Lesseps and emblazon his name on the hall of fame by building an entirely unnecessary tunnel through the Palos Verdes, the cost of which he has no figures or apparent conception.

This tunnel for the discharge of the sewage of a great territory at White Point would imperil the entire south coast of Los Angeles county, which is even now building into one great city, and is already a metropolitan district with a quarter of a million people, which will reach over a million within twenty years. That his ambitious pipe dream will fade is pretty near a certainty, but to a considerable cost to the communities and interests which may have to finance a suit to the court of last resort. But it will benefit in one way, in that it again calls attention to the absurdity of the 2,000,000 people of Los Angeles county maintaining separate city and county governments, at a great waste of money, time and effort. The duplicate sewer systems alone are adding millions to the burdens which Los Angeles taxpayers are carrying.

For every dollar which a San Pedran pays in city taxes he pays another for taxes to the county. For the dollar to the city he sees an adequate police force always on the job, a fire department well paid, with costly engines and fireboats of the most modern ivention, new fire houses in different sections, well manned. He sees an efficient health department; a growing park system, and one of the investments of former taxes and at no cost to himself, he sees a rapidly extending water system, the city building and new electric plants built and in the way of building. He sees miles of waterfront in the process of development and new streets opening everywhere.

What does he ever see of the dollar which he pays the county? Possibly something in county charity and hospital service, some fake prohibition enforcement and about there it ends. And for the little service he gets he pays taxes which almost equal those paid to the city, the benefit of which he sees every day.

SAN PEDRO, CAL., PILOT
NOVEMBER 27, 1925

PROSPERITY IS PREDICTED BY VANDERLIP

Financier Arrives To Start Construction of Local Home

Frank A. Vanderlip, who has arrived to superintend construction of an estate on his 200-acre tract at Portuguese Bend, expressed the opinion yesterday that the United States can look forward to a long period of prosperity. Mr. Vanderlip, a New York banker and capitalist, is also a recognized authority on economic matters of international reputation.

Mr. Vanderlip was struck by the remarkable advance of the southland since his last visit two years ago. "The growth of Los Angeles is phenomenal," he said, "and may be expected to contiue indefinitely. California has nothing to fear from the Florida boom. The Florida boom will not break suddenly but it will gradually taper off. They have good things to offer down there and the peninsula will continue to draw on a certain class of easterners, due to its proximity to large centers of population in the east but California has its climate which is unequalled anywhere and people will always come out here to live and enjoy it."

The high character of real estate development in Southern California and the artistic type of homes which are being built earned Mr. Vanderlip's commendation.

Mr. Vanderlip is the principal owner of the Palos Verdes syndicate. He was greatly impressed with the development of the 3000 acres in the Palos Verdes hills which he sold two years ago. "The development of the 3000 acres I have sold here is remarkable," he said. "Why, they must have put in forty miles of road since I saw it last." He was impressed with the development of San Pedro and the entire harbor district. He foresaw the industrial advance of San Pedro and realized the residential possibilities of the city and its environs but the progress that has been made in the development of its home sites surprised him.

Mr. Vanderlip brought with him his wife and their six children. He was also accompanied by E. W. Harden of Colgate and Company and H. E. Benedict, eastern millionaires, who contemplate the erection of residences near Mr. Vanderlip's proposed estate. Their homes will prove the nucleus for a millionaire colony on the outskirts of San Pedro. A road, which will connect the Portuguese Bend region with Los Angeles by way of Western avenue, is already under construction and is expected to facilitate development of the area.

LOS ANGELES, CAL., EXAMINER
DECEMBER 27, 1925

Beach Matron Lunch Hostess

MRS. ANDREW D. DENNEY of Long Beach entertained at a bridge luncheon last week at La Verde Inn, Palos Verdes. The Inn was colorful in its decorations of brilliant flowers and the Yuletide decorations on the long luncheon table of holly and small Christmas trees gave a real flavor of the spirit of Christmas. After luncheon bridge was the diversion. Among the guests of Mrs. Denney were: Mrs. Homer H. Norton, Mrs. Henry J. Ziegemeier, Mrs. Harlan Perrell, Mrs. Wallace L. Lind, Mrs. Raymond E. Kerr, Mrs. Herman Welte, Mrs. C. M. Gunston, Mrs. Karl S. Hawthorne, Mrs. Robert Flemming, Mrs. Karl Shears, Mrs. John Bowers, Mrs. James D. Wilson, Mrs. George C. Simmons, Mrs. Ralph Hyde, Mrs. Arthur Struble, Mrs. Claude Mayfield, Mrs. Marion R. Kelley, Mrs. Robert Carey, Mrs. H. S. Trent and Mrs. L. B. Young of Hollywood.

* * *

NA. CAL. RECORD
BER 27, 1925

Little Journey to Palos Verdes Region of Real Beauty and Charm

EVEN one who is so fortunate as to reside in an environment as congenial and beautiful as South Pasadena and the surrounding region, finds occasional interest and recreation in little journeys to the other beautiful and charming regions in which Southern California abounds.

Such a journey is afforded by a drive to Palos Verdes estates, one of the old ranchos comprising fifteen thousand acres on a rugged promontory that thrusts itself into the sea between San Pedro harbor and Redondo beach. Here from the summit of the rugged hills that skirt the western coast, a view of unsurpassing beauty is afforded. At sunset on a clear day, Los Angeles and surrounding suburbs forms a great city that stretches away for miles from the sea to the majestic background formed by the Sierra Madre mountains. Away to the south lies Catalina, jewel of the sea. Hundreds of feet below, stretching away to the horizon on the west, lies the Pacific, a superb marine view.

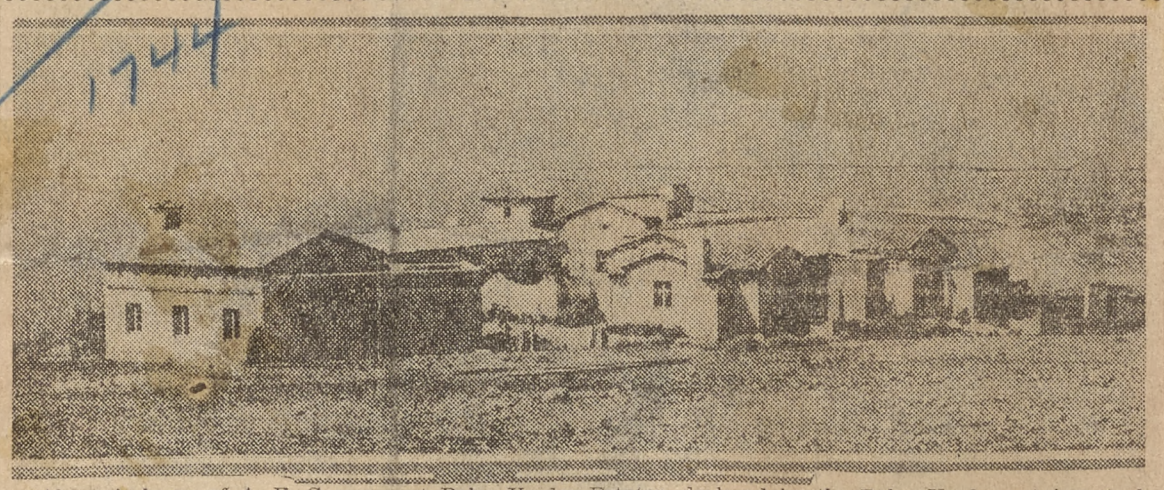
Winding, well maintained gravel roads, make the drive through this region one of attraction and pleasure. The drive is made particularly so, because of the fact that its delights are known to so few, that the motorist has little traffic with which to contend.

Many beautiful Spanish homes which have recently been erected furnish an additional element of interest.

Of incidental interest is the fact, that the great area now worth millions of dollars, no longer ago than 1910 was held under option at ninety dollars an acre, by John D. Reavis whom South Pasadena residents will remember as one of the energetic, and progressive citizens of the city at that time.

LOS ANGELES, CAL, EXPRESS
NOVEMBER 28, 1925

Prize-Winning Palos Verdes Home



Above is home of A. E. Cameron at Palos Verdes Estates, declared by the Palos Verdes art jury to be the best house architecturally erected at the project during 1924. Certificates of merit acknowledging this fact will be presented to Mr. Cameron and to Kirtland Cutter, the architect, at the annual meeting of the art jury on December 5. Myron Hunt, well-known Los Angeles architect, is president of the art jury.

A. E. Cameron to Be Recipient Of Merit Certificate on December 5

A certificate of merit for the best house, architecturally speaking, erected at Palos Verde Estates during 1924 will be awarded at the annual meeting of the Palos Verdes art jury to be held at La Venta Inn on December 5. A. E. Cameron, the owner, will be the recipient.

LOS ANGELES, CAL., HERALD
NOVEMBER 28, 1925

PRIZE IN HOME DESIGN TEST DUE DEC. 5

A certificate of merit for the best house, architecturally speaking, erected at Palos Verdes Estates during 1924 will be awarded at the annual meeting of the Palos Verdes art jury to be held at La Venta inn December 5. A. E. Cameron, the owner, will be the recipient. Another certificate will be tendered Kirtland Cutter, the architect who designed the house.

Myron Hunt, well known Los Angeles architect, is president of the art jury which is making the award. Other members of the jury are F. L. Olmsted, third of a line of celebrated landscape architects; Robert Farquhar, and David C. Allison, architects of Southern California; Charles H. Cheney, nationally known city planner; James F. Dawson, and Jay Lawyer, general manager of Palos Verdes Estates.

JURY'S POWER

"This art jury probably has broader powers than any other similar body in existence," points out Mr. Lawyer, "and because of this the developfent at Palos Verdes Estates is proceeding along exceptionally satisfactory lines.

"All the members of the Palos Verdes art jury except myself are paid for their time and thought. For this purpose there is an endowment fund of $300,000, the income from this sum being used to pay the members of the board and to defray incidental expenses.

BAR ON INTERFERENCE

"There can be no interference with the plans of the jury, not even from the sales division of the project. It is in this respect that the position of the Palos Verdes art jury is unusual.

"This absolute freedom of action has resulted in our attracting to this work a body of distinguished men who have genuine enthusiasm for their work. They are guiding and directing at Palos Verdes the development of a home community which is practically ideal.

"Every builder at Palos Verdes Estates must submit his plans to the art jury and have them approved before construction work can start. The wide experience of this body invariably results in homes with greater beauty and also with greater utility.

The home owner, of course, is given the widest latitude in building a home which incorporates his own ideas. The art jury concerns itself only with suggesting improvements in an architectural way."

LOS ANGELES, CAL., RECORD
DECEMBER 28, 1925

HOMESTEAD ATTORNEY DID NOT VIOLATE LAW

A. Clarence Routhe, the attorney who advised would-be homesteaders to file claims on the Palos Verdes estates on the grounds that the original Spanish land grant was faulty, cannot be punished, according to Deputy District Attorney Buron Fitts.

Routhe, who maintains offices at 321 West Third street, was at first suspected of being liable to criminal procedure, but it was found upon investigation that he had received no money for the advice he extended his clients. The land rush started by Routhe has been stopped.

SAN PEDRO, CAL., PILOT
NOVEMBER 28, 1925

SAN PEDRO'S FUTURE

THE near certainty of the building of Cabrillo Beach and its extension along a mile of ocean front to the northwest will be the most important event in the history of San Pedro. Lacking only a commodious bathing beach, San Pedro has natural advantages most attractive of the Southland's famous cities and some in addition. It can provide front porch views unrivaled in the world for a city of a quarter million people, overlooking the most populous metropolitan area of the Pacific coast. It enjoys a climate not equalled in the famous Southland, frostless without heated days, on a peninsula almost an island, where sea winds from every direction temper the summer heat. As the end of three great transcontinental rail lines and sea lanes to the most remote ports of the world, it is the travel center of Western America. With the completion of the proposed beach and its extended park system, San Pedro will have no rival in the Southland as a summer and winter resort and home city, or for that matter, none in the world. The great metropolitan section of 2,000,000 people, of which it is a part, contains more attractions for tourists and residents than any other similar section in the world. Where else in a short four-hour trip in any land can one be transferred from pine-clad or snow-capped mountains to palm-shaded beaches, langerous with the air of the summer seas, through a fruitful land where oil derricks rise from orange groves, each yielding their golden harvest? Or over smooth boulevards past stately homes, through cities, big or little, vibrant with life and with all the advantages of an advanced civilization? But few even among the most progressive of our citizens can but faintly vision the possibilities of the next quarter of a century. The development of the immense Palos Verdes hill region, with its race and residence restrictions, the most extensive project of the kind ever contemplated, assures San Pedro a background of refined and cultivated citizenship, such as no other city ever before possessed. It means that the coming city is not only to be great commercially and industrially, but great also in those higher things which make for the best in life.

REDONDO BEACH, CAL.,
BREEZE—18S
NOVEMBER 28, 1925

Beautiful New Home of The Olmsteads Scene of Thanksgiving Dinner

The beautiful new home of the F. L. Olmsteads at Palos Verdes was the scene Thursday of a merry community gathering, when some 37 people more or less connected with Mr. Olmstead's organization assembled for a New England Thanksgiving dinner.

Mr. and Mrs. Olmstead are entertaining for the winter their nieces the Misses Carol and Margaret Olmstead of Brookline, Massachusetts, and Mrs. L. B. Sellers of Maine.

The other guests on Thanksgiving Day included the families of Mr. George Gibbs, Jr., whose father has just arrived from Wareham, Mass., Mr. J. Dawson, Mr. Farnam Martin, Mr. Hammond Sadler, and Mr. Carl Lloyd. In addition to these there were present Miss Jane Ogilvie, Miss Winifred Oughten, Mr. Thomas Oughten, Mr. William Munroe, Mrs. Arnold Stoten, Mrs. Franklin F. Phillips and her daughter, Mrs. Herbert S. Kimball recently come from Newton, Mass.

Group singing, visiting about the fireplace and informal dancing brought the delightful day to a close.

LOS ANGELES, CAL.,
CALIFORNIA [illegible]—36t
NOVEMBER 28, 1925

FRANK A. VANDERLIP, former President of the National City Bank of New York, internationally known authority on economic subjects, and principal owner of the Palos Verdes property, arrived in Los Angeles on November 24, accompanied by Mrs. Vanderlip, Mr. and Mrs. E. W. Harden of Colgate & Company, Mr. H. E. Benedict, and Mr. Kirkhuff, a prominent New York architect who will supervise the building of a magnificient home which will be started by Mr. Vanderlip this winter at Palos Verdes.

Mr. Vanderlip has just recently acquired 200 acres of ocean frontage at Palos Verdes, being one of the many beautiful estate home site on the property. When the Palos Verdes property was acquired by the present owners in 1913 it was the intention of several of the more prominent of the Syndicate to build magnificient estates at Palos Verdes. Their plans were checked by the World War and later by Mr. Vanderlip's serious illness. Happily he has fully recovered and is now going forward with the plans for his California home which will be, when completed, one of the show places on the Pacific Coast.

The development work which has been carried forward at Palos Verdes Estates during the past two years is making a great impression on men of Mr. Vanderlip's type, and many of them are making plans to build their ultimate home on this wonderful property. It is expected that many New York people will be among those who will build soon. Both Mr. Harden and Mr. Benedict are accompanying Mr. Vanderlip primarily for the purpose of selecting sites on which to build winter homes in Palos Verdes.

Southern California is indeed fortunate in having a development taking place at its front door which can draw such men as these, especially in face of the Florida boom. The general plan that is being followed in the development is the plan that was conceived by Mr. Vanderlip and his associates when they first purchased the property. It was determined then to take every advantage of the wonderful natural scenic beauties and make of this property a finer community than had ever been heretofore attempted anywhere.

Los Angeles, Cal.
DEC 29 1925
TIMES

WRITER MAY RUE ABUSIVE BILLET SENT

Postal Inspectors Trace Source of Screed Mailed Land Office Register

The source of an anonymous letter bitterly assailing Brainerd B. Smith, register of the United States Land Office, was being traced by postal inspectors last night.

The abusive missive reached Mr. Smith yesterday. It emanated apparently from a disgruntled homesteader seeking to wrest title to the Spanish grants known as Rancho Los Palos Verdes, between Redondo Beach and Los Angeles Harbor, and Rancho Lomas de Santiago, also known as the Irvine ranch, in Orange county. Mr. Smith turned the letter over to the postoffice inspectors for investigation along criminal lines.

The letter was typed on cheap pink paper. From references to legal procedure which it contained, it is believed that it was written by a person of some education who had made an obvious effort to misspell and so word his letter as to disguise identity. The writer described himself as "A disguster Grand Deed holder," and advised Mr. Smith to "Kindly think this over If you have a thought or a capacity for one."

LOS ANGELES, CAL.,
ILLUSTRATED DAILY NEWS
DECEMBER 29, 1925

Due to the fact that A. Clarence Routhe, the attorney accused of advising persons to file homestead claims on the Palos Verdes Estates, did not receive money for the advice, he cannot be punished for his action Chief Deputy District Attorney Buron Fitts ruled yesterday.

The land rush Routhe is said to have started by telling persons the original Spanish land grant was faulty has been stopped it was said yesterday.

BAKERSFIELD, CAL.
CALIFORNIAN
DECEMBER 22, 1925

U. S. LAND OFFICE TO PROBE LAND GRABBING

(United News Leased Wire)

LOS ANGELES, Dec. 22.—The U. S. Land Office announced Sunday that it would instigate an investigation to prevent further attacks on the stability of southern California land titles.

The probe was ordered as the result of mob scenes here last Friday when more than 100 persons stormed the land office to file homestead claims to the Rancho Los Palos Verdes, a valuable subdivision now occupied by fine residences.

Brainerd B. Smith, registrar of the office, blamed the rush on "shyster" lawyers, whom he suspects of attempting to victimize gullible persons in the belief that title to the rich subdivision is in dispute.

Title to Palos Verdes was originally granted by the Spanish crown to settlers and is legal in all respects, Smith said.

SOUTH PASADENA, CAL.
COURIER 21G
DECEMBER 25, 1925

a performance that evening.

Pageant of Light at Redondo Beach

Seven miles of ornamental street lights will be turned on at Redondo Beach in a great "Pageant of Light" which will be held Saturday, January 2.

The celebration will be held from 2:00 p. m. until midnight. The afternoon will be devoted to inspection of the city and the lighting system and a drive over the Palos Verdes Hills.

The evening program will consist of appropriate ceremonies at the time of turning on the lights, a parade and carnival.

SAN PEDRO, CAL., PILOT
DECEMBER 28, 1925

Ten Years Ago In San Pedro

(From Daily Pilot Files.)

Western avenue to San Pedro was already an old story: Here's what a Daily Pilot correspondent said at that time:

"San Pedro business men ought to make a resolution not to let another year roll around until Western avenue is extended to town. The road is completed through Lomita and the improvement ends at the mouth of a canyon in the northern boundary of the Palos Verdes ranch. It has been completed for months and the extension of the road into San Pedro is not one foot nearer San Pedro than when it was first talked about." As it turned out nine years rolled around before Western avenue was finally completed but a Sunday trip over the road convinces one that its fame is widely spreading.

REDONDO BEACH, CAL.,
BREEZE—10S
DECEMBER 29, 1925

LINEUP FOR BIG PAGEANT DISCLOSED

Sam Arey, Chairman, Asks All Entrants to Be Prompt

HOW IT WILL START

All Trucks and Autos; No One Marching on Saturday Eve

There will not be any persons marching on foot in the Pageant of Lights parade, says Sam Arey, chairman. There will be trucks, autos, and several blooded riding horses from the Glasby Academy on the Palos Verdes Estates.

John V. Henry, chief of police, will be grand marshal and ride one of the three blue ribbon horses. Two aides will also ride with him. The academy is entering some dozen of their animals and they will be in line after the grand marshal and his aides.

Next in line will be an automobile carrying the city trustees. After this car will come the fire department.

The Lions Boys' Band will be on a truck furnished by the Crescent Creamery Company. After them will be floats of the Lions, Rotarians, Exchange Club, Chamber of Commerce, Realty Board, and Boosters. Then will come the calliope, followed by floats of the Elks, Eagles, American Legion, Knights of Columbus, Woodmen of the World, and the Carpenters' Local.

In the merchants' division there will be the famous Crescent Creamery band and four or five floats, obtained through the good offices of C. Johnson, local representative.

Floats in this division will also include , Johnson the Ice Man, Redondo Service Station, Grundman's, Jefferis & Meek (two entries), Redondo Flower Shop, Sam E. Arey, O. K. Electric Shop (2), Clown Band furnished by the Boosters Association, Southern California Edison Co. (2), Geo. Payne, Zeller Stiles Motors (3 entries), B. Lillard, J. M. Richardson, Mrs. Rose Hanzal (2), R. S. Shriner (2), Pacific Garage and Service Station, Wm. Kirkby (2), Quick Tire and Battery Service, Chevrolet Agency, Overland Agency, Dodge Agency, Star Blacksmith Shop. Before Saturday there may be other entries.

The route of the parade is Camino Real from Beryl to Second street Hermosa, back on Hermosa avenue to Beryl, east on Beryl to Camino Real, south on Camino Real to Diamond, west on Diamond to Pacific, south on Pacific to Esplanade and to Avenue I; east on Avenue I to Catalina, north on Catalina to Opal, east on Opal to Lucia, north on Lucia to Jasper, west on Jasper and Opal to Catalina, north on Catalina to Diamond and disband.

Floats must be in the line not later than 6:30 p. m. The civic clubs and fraternal divisions will form on Camino Real headed to Beryl and the merchants floats will be formed on Gertruda headed toward Beryl and go into Gertruda by way of Diamond.

POMONA, CAL., PROGRESS
SPECIAL EDITION
DECEMBER 31, 1925

COMMISSION PLANS CITY DEVELOPMENT

PLANNER

E. J. SANDFORD
President City Planning Commission

Group of Workers Study Needs and Direct As Problems Arise

By L. R. Y. HOOVER
Secretary City Planning Commission

"The key to successful planning lies in understanding the fundamentals of planning." This statement was made at the meeting of the Association of City Planners of Los Angeles county held at the Palos Verdes estates in September, by Harland Bartholomew of St. Louis, who is now aiding Los Angeles in solving its planning problems.

I think that statement emphasizes the most important accomplishment of the city planning commission during the past year.

California has been growing at such a rapid rate the past few years that it is time all communities wake up to the necessity of doing some rapid and constructive planning if they are to avoid making costly mistakes that the larger cities of other sections of the country have made.

Has the planning commission helped to avoid any of these mistakes being made here at home? While the commission has been going to school, so to speak, it has had many practical problems to work out. A number of plats for subdivisions and additions to the city have been submitted to us that were entirely unacceptable in their original form.

Knowing its shortcomings and lack of experience, the commission has repeatedly asked for funds with which to secure expert advice. So far the city council has seen fit to deny all such requests and we have had to go on as best we could under the circumstances.

According to all authorities the first thing a newly organized planning commission should do is to provide a complete plan for the city. This plan should show all the main arteries of travel in use and provide suggested routes for others that will take care of the increased travel that must inevitably come with the growth of the city.

Districts must be set aside within which shall be concentrated the various industries. These districts must be located where they will have access to transportation facilities.

The main business section is usually well defined, but it should be the duty of the planning commission to set aside certain natural localities where small business districts of a purely local nature can grow.

Street lighting is another problem that faces every city and must be so distributed as to give adequate service to those districts that are the most traveled and that pay the highest proportionate taxes.

All of these problems our own city planning commission has before it and is trying to solve them in a just manner.

The members of the city planning commission for the 1925-26 fiscal year are: E. J. Sandford president; Mrs. Ralph Smith, vice president; L. R. Y. Hoover, secretary; C. G. Ross, J. M. Paige, W. A. Hollingsworth and P. W. Smith. There is also an advisory board of men and women prominent in municipal affairs.

OIL FIELD NEWS OF

From the Los Angeles Ne

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Palos Verdes Wildcat "Just Jogging Along"

LONG BEACH, Oct. 31—Speaking of wildcats, there's the one the Keck Syndicate has been drilling on its Palos Verdes lease. The officers report it is "just jogging along" and is down to the 2585 foot level, drilling in oil shale.

This well has looked good from the early beginning and a fairly good sand was picked up at about 900 feet, but was passed up since it was not sufficiently deep to encourage hopes for much of a commercial producer.

The crew has been delayed in its work by a fishing job which taxed the patience and ingenuity of the "boss", since it lost about everything in that hole except the engines. All of that is ended now, and they are drilling ahead but not working overtime as the present price of oil is not conducive to speeding up, but they expect to pick up a real sand somewhere around 2800 to 3000 feet and then there will be a real tale to tell.

Lewis Ready to Spud In On Maricopa Acreage

Los Angeles Express, Nov. 5:

Lewis completed plans today well No. 8 on the recently

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County Board Meets

The executive board of the San Luis Obispo County Federation of Woman's Clubs held its regular meeting Thursday afternoon in the lobby of the Community Center, with Mrs. Andrew Hansen in the chair.

After reports from the secretary, various committee and department chairmen and other officers, the allowing of bills, and several other matters of business, Mrs. Hansen arose and presented her gavel to Mrs. C. J. Trussler, the vice-president. with the following little address of abdication: "As my resignation, which was tendered at the S. L. O. County convention last month takes effect today, may I say, as I turn over to your new president, Mrs. C. J. Trussler, the symbol of her office, that at no time in the history of the S. L. O. County Federation, could I have had more pleasure or pride in presenting to another the duties and honor of this office.

"It seems we are just learning to live when it is time to pass on, and as we lay duties down, we feel keenly how much more of service or helpfulness we might have given; but I do feel that we are more thoroughly organized than ever before. And the spontaneous interest, the inspirational visit of our much loved District President and the three splendid chairmen from the Los Angeles Board, and our County Convention, so thoroughly invigorating last month, have all given an impetus to the work of the clubs that means so much to the future good and possible helpfulness of the several organizations of the [illegible] tion, as well [illegible]

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PALOS VERDES WORK IS TO BE SPEEDED UP

Arrangements to speed up development of the huge $35,000,000 Palo Verdes project, were under way today, following the announcement to stockholders at a meeting in Trinity auditorium last night, that Frank A. Vanderlip, international financier, is heading a group of Wall street capitalists who will back the project.

At the same time it was announced that E. G. Lewis, promoter of the project, whose withdrawal as active head of the organization was announced a month ago, will assume his former active duties.

APPROVE TRANSFER

Mr. Lewis told the assembled stockholders that the Commonwealth Trust Co., had been organized for the sole purpose of taking over the trusteeship from the Title Insurance and Trust Co. His plea for subscribers to approve of the transfer, met with the signatures of 75 per cent of those present.

The announcement, which sent 2000 stockholders into wild bursts of applause, means in effect that those who would hinder the development of Palos Verdes, as alleged by Mr. Lewis, now face an opponent whose capital is unlimited.

A large portion of the stockholders attended last night's meeting, which was by invitation. A second meeting will be held tonight when the same announcements will be made to the other stockholders.

BACKED BY VANDERLIP

The Vanderlip interests, it was announced, through the new Commonwealth Trust Co., stand ready to finance further test wells on the property in the event that the one now being drilled does not produce oil in commercial quantities.

Mr. Lewis exhibited a small vial of oil, which he said was the first taken from the well. The drillers, one stratum of oil sand.
one tratum of oil sand.

"Not one cent of the underwriting trust funds, the money you have subscribed, has been used for any purpose," Mr. Lewis told the stockholders. "The entire expense of the underwriting, the surveys, selection maps, engineering work and other expenditures, has been borne by me, with the help of my associates, to the extent of more than $1,000,000.

"Instead of withdrawing from this big enterprise, as the hostile interests anticipated I would do, I shall be ever ready to lend every aid and counsel in carrying this great project through to a superb consummation," Mr. Lewis concluded.

TRUST COMPANY OUT

Mr. Lewis said the Title Insurance and Trust Co. had withdrawn from the trust agreement after giving the 9000 subscribers opportunity to repudiate their subscriptions. He said that less than 100 had seen fit to do so.

A partial check revealed that 75 per cent of those attending the meeting last night had signed a transfer of their subscriptions from the Title Insurance and Trust Co. to the Commonwealth Trust Co. Officials of Palo Verdes said they believed the percentage was larger.

CHANGES POSITIONS

Among other announcements was that of the retirement of John H. Coverley as trust officer of the Title Insurance and Trust Co. and his affiliation with Palo Verdes as manager; that the Vanderlip interests, who control the project, stand ready to sell land in Palo Verdes at $312 an acre. There is now enough money in hand, he said, to purchase 5600 acres.

The Commonwealth Trust Co. will have a building of its own, but until that time will function through offices in the Title Insurance and Trust building.

Jay Lawyer, attorney for the Vanderlip syndicate, is president of the new institution; Harry Lee Martin, vice president and general manager of the Mortgage Guarantee Co.; J. H. Coverly, former trust officer of the Title Insurance and Trust Co.; George A. Rogers, president of the Union Rock Co., all of Los Angeles; J. D. Finley, capitalist; E. W. Harden of the James B. Colgate banking firm, New York, anw H. E. Benedict of the Vanderlip syndicate are interested in the new project.

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Some Special Importations

Store—the largest in the West—v

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HARBOR DEVELOPMENT

The afternoon session, beginning at 2:00 p.m. will be devoted to a discussion of harbor terminals by C. J. Colden, president of the Los Angeles Harbor Commission. Discussion will follow by M. M. O'Shaughnessy, City Engineer of San Francisco, and E. P. Goodrich of New York, the engineer who originally designed the Los Angeles Harbor. The evening session at 8:30 will be devoted to the annual address by George B. Ford of New York City, president of the national conference whose subject will deal with actual accomplishments in city planning during the past year.

Local organizations, notably the Chamber of Commerce, Realty Board, Southern California chapter of American Institute of Architects, City Planning Association and American Society of Civil Engineers, are planning to attend in large numbers due to the popular character of the subjects under discussion.

PROGRAM ARRANGED

The program for the following

(Continued on Page 2, Column 6)

The stability of *Hollywoodla*
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New West Hollywood Tracts
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H.WOODRUF

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MARTIN T. HILDINGER
salesmanager

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The delegation of Ventura boule-
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on funds would be raised.
Sections of the State Highway in
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e only fifteen feet wide, will be
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renty-eight feet just so soon as
e property owners agree to pay
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Lake of Garden Grove was as-
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VERTISES FOR BIDS

he commission announced last
ning it had advertised for bids
the paving of a 7-mile stretch
ween Beamont and Redlands,
reby making a completely paved
between Los Angeles and Im-
ial Valley. Bids will be opened
Engineer R. M. Morton's office
Sacramento, November 3.
equest of the San Pedro Cham-
of Commerce to have the new
st boulevard from Redondo to
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was announced that the com-
tee of nine, appointed by Gov-
or Richardson to make a survey
he State roads, will be here in
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Period living room furnit
suite; davenport and con
rugs; smokers; ferner
paintings; pictures; mas
beautiful bedroom suites,
ported bric-a-brac; chin
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of interest.

Sale will begin today
at 10:30 a. m. Hom
will be open 9 a. m

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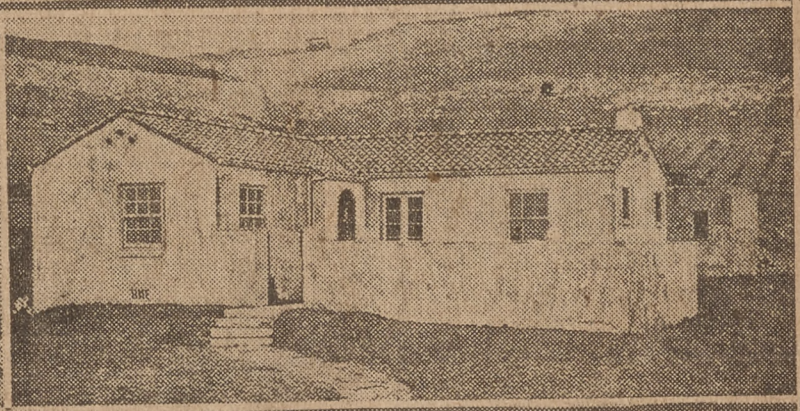
ATES OVERLOOKING THE PACIFIC



ga Cove, the J. T. Wheedon residence at Valmonte, and the George Bruner home at Lunada Bay.

DING

Los Angeles Examiner

AUGUST 17, 1924—PAGE 8

SAFEGUARDING YOUR CONTRACT

BY LORIS V. CADY
Los Angeles Attorney

THE prospective homebuilder should not attempt to build before he has entered into a written agreement with his contractor, which should set out fully the obligations of each party

UNUSUAL TYPE MOD

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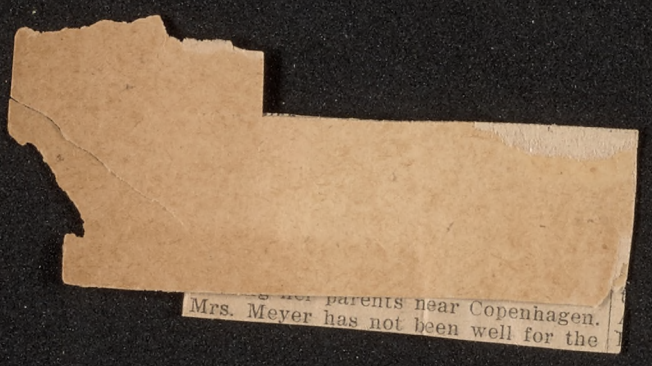
(Continued from page four)

are not, however, recommending th
they do so because we can only issu
the real estate receipts for the fac
of the Non-Convertible Note, whereas
the actual value of a Non-Convertib

Note at the present time is approximately 222% of its face value. In other words, if Atascadero real estate only doubles in value within the next five years a holder of a Non-Convertible Note would be better off to keep his note. Of course, if any subscriber to a Non-Convertible Note has made up his mind that he is not going to keep his subscription he can turn in his subscription to us and get real estate receipts to the total amount that he had paid in but we could not honestly advise him to do this. We can and do advise the holders of the Palos Verdes Personal Loan Notes to turn these in for real estate receipts because we believe that it will be to their financial advantage to do so. We do not, however, want any holder of a Palos Verdes Personal Loan Note to assign his secured claim to the Atascadero Estates for real estate receipts under any impression that there is any danger about his claim being secured or ultimately being paid in full. Your Palos Verdes Personal Loan Note is safe for the full amount originally loaned with legal interest to Dec. 15, 1924, and we recommend the assignment only because we are confident of the increase in value of Atascadero real estate before the time will arrive when you would receive your money from the Palos Verdes Project.



parents near Copenhagen.
Mrs. Meyer has not been well for the

I am taking orders for White Leghorn and Rhode Island Red baby chicks—From A-1 stock; 100% delivery guaranteed.

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Orders are now being booked fo
Rhode Island Reds, Barred Rocks an
White Leghorns, trap nested and ex
tra fine stock this season. Prices re
sonable.
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FOR INACTIVE KIDNEYS
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Permanant City Planning Board for San Pedro

By CHARLES F. JOHNSON

Everybody is talking about the plans of the Western Avenue Scenic Drive Association for the completion of Western avenue to White Point, on our ocean front. City and county authorities are discussing it. Property owners are weighing the effect upon the value of their property through which it passes. Owners on the connecting streets are making inquiries as to their connection with Western avenue. What streets will connect with it? When will it be finished?

Mayor Cryer has written the following letter:

CITY OF LOS ANGELES,
California
May 24, 1924

Mr. Charles F. Johnson,
Western Ave. Scenic Drive Ass'n
San Pedro, California.

Dear Mr. Johnson:

I have read with a great deal of interest of the plans of the Western Avenue Scenic Drive Association for the opening and paving of Western avenue from the city of Los Angeles to the ocean, and I hasten to give you my hearty endorsement of the undertaking.

The importance of our wonderful harbor cannot be too strongly emphasized. The cities of San Pedro and Wilmington have become the gateway for a very large portion of the commerce of the southwestern section of the United States, bringing thereby unmeasured benefit to the city of Los Angeles.

In order that this business shall continue to increase it is exceedingly important that there shall be opened up several additional avenues for the accommodation of the traffic from the city to the harbor.

Therefore, I trust that you and your associates, assisted by the Press, will continue your efforts until Western avenue becomes what I believe it should be,—the chief scenic and passenger route to the port.

Further, I take this occasion to assure you and all of our good friends that your efforts will have my hearty cooperation and support in the culmination and success of your plans.

Yours sincerely,
GEO. E. CRYER, Mayor.

The importance and value of this scenic drive via Western avenue to the ocean at White Point, can only be understood and appreciated by going over the route, after it leaves the Redondo-Wilmington boulevard at Narbonne street, Lomita, and then winds through the Miraleste tract of the Palos Verdes estates, as a double-barrel 180-foot wide boulevard. Authorities on California views, unite in saying that the view from this point and from other points between Miraleste and White Point, from Western avenue, are the grandest views in the whole state, embracing mountains, land and sea, fleet, harbor, shipping and adjacent towns and cities, together with the entire oil fields hereabouts.

Little has heretofore been published about the attractions of White Point, the ocean terminus of Western avenue. Everybody has heard about the Cliff House, of San Francisco and its seals. All the powers of publicity have combined for years to spread its fame world-wide. But its lustre may be out-shone by the future brilliancy of the rising star of White Point. White Point also has its seal rocks and its seals, with its cliff, for "cliff-house," that should excel anything of its kind on the Pacific Coast, looking out upon a perpetual summer sea. And White Point has its Western avenue, the greatest scenic drive in all California, combining mountains, city, valley and ocean, that will in future bring so many thousands of motorists to White Point that it will require the entire ocean front from White Point to Point Firmin as a park site to accommodate them.

The federated committee, looking after the Western Avenue scenic drive, consists of the following appointed by the bodies mentioned:

Point Firmin Improvement Association—B. B. Mann, R. G. Dupuy and C. M. Hobart.

Board of Realtors—Robert G. Whitlock, Helen McEwen, H. G. Pegler.

Chamber of Commerce—C. B. Hollingsworth, James Dodson, Jr., Lon T. Johnson.

Palos Verdes Estates—H. T. Cory, J. F. Dawson (of Olmsted Bros.) and A. M. Ferguson.

Other committees are being appointed.

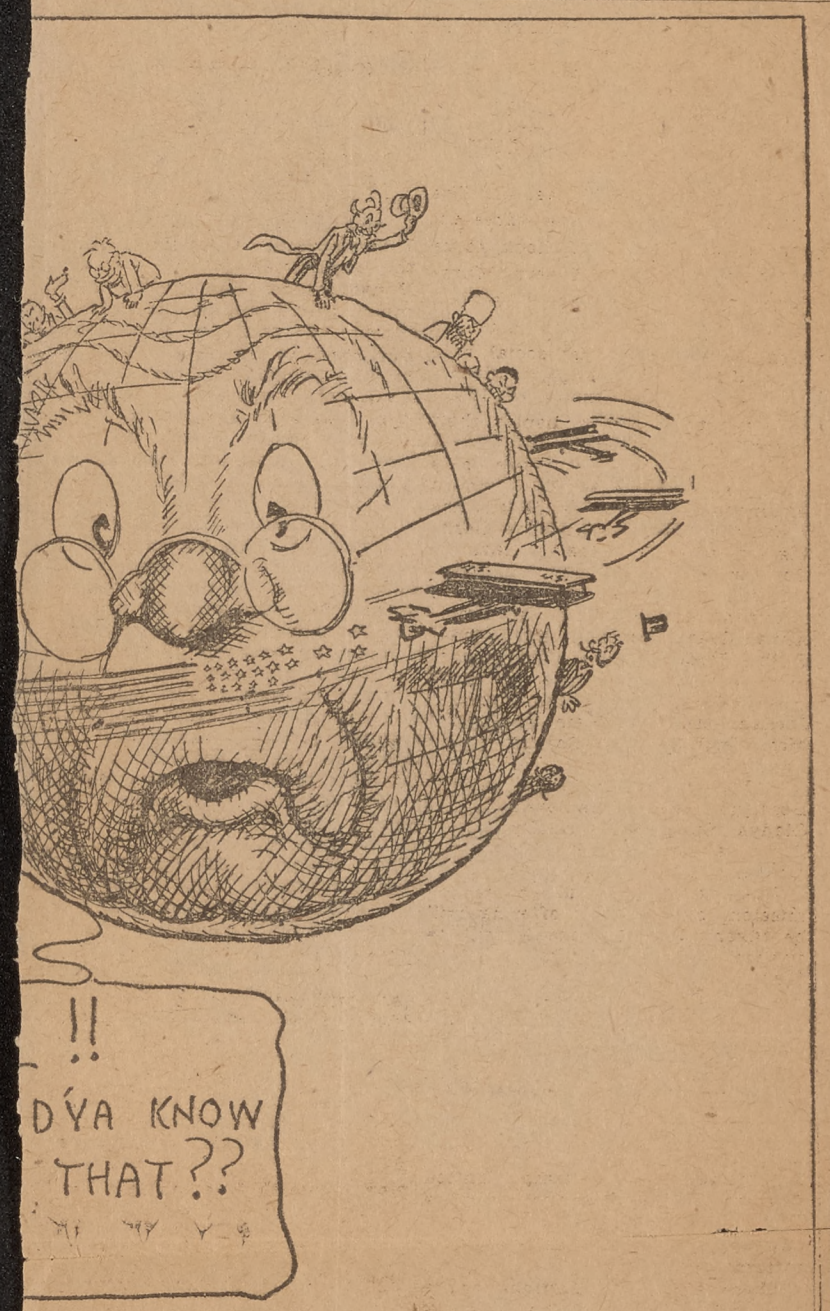
The committee is at work upon a plan that will bring about cooperation between all civic bodies and all classes of people, men and women, in San Pedro, with all of the various city commissions and other bodies relating to city planning, roads and streets, parks, recreations and play grounds, beaches and other city subjects to help formulate plans, giving the necessary educational publicity and civic unity of action to make San Pedro the city beautiful-by-the-sea, and secure the highest form of development throughout this entire region.

A permanent San Pedro city planning board will be the natural outcome of such a movement, participated in by all the leading men and women of San Pedro. Such a board was started in 1921, but it has been allowed to "rest in peace," since then. A San Pedro city planning committee, consisting of C. J. Colden, chairman; Lyman Farwell, architect, and J. W. Ludlow, filed a report in November, 1921, recommending forty projects for San Pedro. Each and every one of these projects, together with any projects arising since the filing of this report, will be taken up actively by the now San Pedro planning board, with as many sub-committees as may be required to secure constant, unremitting and business-like attention to every project, to see that there is no unnecessary delay in any of them, with reports of progress to be submitted from time to time to the main body.

The Western Avenue Scenic Drive Association will become a great social organization with ten thousand or more members. It appeals strongly to the women. Women's chapters are now being formed in Hollywood, Wilshire, Palos Verdes Estates and San Pedro. The women of the Palos Verdes chapter are already planning for a reception to be given in the beautiful new Palos Verdes clubhouse in Malaga Cove, of the Palos Verdes Estates, to the women of San Pedro and vicinity, who are interested in the Western Avenue scenic drive. It is a splendid move to promote friendship, neighborly intercourse and spiritual co-operation in matters of common interest throughout the San Pedro-Palos Verdes region of the southwest harbor district. It will tend to unite the spirit of Malaga Cove with the spirit of White Point and awaken public interest throughout the country in the fascinating history of this picturesque region during the past one hundred and fifty years since these lands were first obtained from the king of Spain by Sepulveda.

When moving call Butts' Transfer 1533-W. 1011 Pacific. 71-tf

ANE FLIGHT AROUND THE WORLD



BILLY WHISKERS

BY FRANCES TREGO MONTGOMERY

The dog was telling Billy how he happened to come to France with his master.

"And I will tell you a secret if you don't tell," he said.

"I think the nurse and my master must have fallen in love wth each other while I was gone, for I see them walking together nearly every day, and I heard one of the nurses say that they were engaged to be married. I am glad of it, for she is a beauty and sweet as peaches, while he is handsome, br[illegible] man—just the kind of people I an[illegible] tra[illegible] hi[illegible] th[illegible] sa[illegible]

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"Here, hold on! I am going with you," baaed Billy.

But Duke was too intent on reaching his regiment to stop, even if he had heard Billy, which he had not, as the roar of battle drowned out all other sounds.

"Gee! That dog is a fine fellow! I am not going to lose sight of him. And, what is more, I am going to follow him into the battle-

LODGES AND SOCIETIES

POINT FIRMIN LODGE NO. 55[illegible]

Meets every Wed[illegible] evneing. M[illegible] on Si[illegible] me[illegible] e[illegible]

W. M.; [illegible] National[illegible]

The Book of Life

BERNARR MACFADDEN

Health Hints by the Father of Physical Culture

The best test of an appetite is found in the ability to relish the plainest and simplest foods. A small boy may ask for a piece of bread and butter and jelly between meals, saying he is hungry, but if he is willing to take a piece of plain dry bread without butter or jelly and can eat it with a relish, then you may believe him, though "piecing" between meals is a bad practice that should be avoided.

The one great sauce and appetizer, good in all countries and all climes and on all dishes, is plenty of outdoor exercise.

Flavoring and seasoning, good cooking and attractive service may stimulate the appetite, but honest hunger makes the appetite, and honest exercise, combined with the habit of temperate eating, makes honest hunger.

Given a genuine appetite pleasing cookery is comparatively easy; without such an appetite it is so difficult that the most highly skilled cook may struggle in vain to win the approval of her overfed master.

With an honest appetite three-fourths of the over-spiced and over-fussed recipes of pretentious cook-books can be discarded at once. At the best, they are a waste of time at the worst, an effort to perpetuate the fault they attempt to cure by stimulating the faded appetite to one more mouthful and yet another until the success of one meal becomes the ruin of the next, and the food drunkard developes the same contempt

HENRY CLARKE COMPANY